

The National CLEANER & DYER

FIRST IN THE DRY CLEANING INDUSTRY SINCE 1910



QUICK VOLUME, new hours feature Miracle Cleaners, package plant in Columbus, Ohio, shopping center. Story on page 38

Working bins set up for flexibility Page 42
Preplanning assures conveyor that works Page 52
Industry series uses management experience Page 78

DECEMBER, 1952

52

Delivery Masterills
313 North First Street
Iowa City, Iowa

**2 reasons why it pays
to use HYFLO in your
Charged System Cleaning:**

Garments come cleaner . . .



**... and you increase
detergent efficiency, too!**



Even your most particular customers will sit up and take notice of the exceptional cleanliness and fine finish of their garments when you use Hyflo® in your Charged System. And this "extra touch" will actually cost you *less* money because Hyflo keeps detergents working longer and harder.

Hyflo, you see, does not remove active detergents . . . so that a high soap concentration is maintained all during the washer run. During the rinse, this high speed filter powder removes any remaining insoluble dirt. Thus garments come cleaner . . . and you increase detergent efficiency, too.

Hyflo is a filter powder with characteristics specially suited to Charged System requirements. Particle fineness is just right for trapping all dirt (lint, dust, and other solids) . . . while the crystal-clear solvent and detergent pass freely through the cake that builds up on the screen.

To get all the facts about Hyflo—how it can be used to increase the efficiency of your filtering system and save money too—ask your dealer for a copy of the brand-new Sixth Edition of the 52-page Dry Cleaners' Handbook. It's yours without cost or obligation. Johns-Manville, Box 60, New York 16, New York.

*Reg. U. S. Pat. Off.



**Johns-Manville HYFLO the original
high speed Filter Powder**

The BUCKEYE spot and stain removal chart

Dry Side

Wet Side

STAINS

Auto Grease, Airplane Dope, Adhesive Tape, Chewing Gum, Creosote, Furniture Polish, Permanent Starch, Rubber Cement, Mineral & Animal Oil

Auto Polish, Grease

Asphalt, Carbon, Hair Oil, Nail Polish

Foundation Cream and Powder Makeup, Hemlines, Ointment

Collodion

Eyebrow Pencil, Mascara

Enamel

Indelible Pencil

Inks

Lacquer

Paints

Lipstick

Rouge

Shoe Polish

Unknown Stains

Animal Stains, Cement, Dye Stains

Beer — Ale, Catsup, Egg, Fruit Stains, Gin, Soft Drinks

Blood

Chocolate, Cocoa, Coffee, Tea

Cream, Milk

Deodorant

Discharge

Grass

Glue

Gravy

Ice Cream

Liquor

Mustard

Mayonnaise

Medicines

Mildew

Perfume

Scorch

Sweet Stains

Urine

Vomit

Water Marks

Albumin

Perspiration

Smoke Stain

STEP 1

A
•
B

C
•
D

C

EXTREME STAINS

STEP 2

STEP 3

N	E
J	K
C-D	
C	
K	E-C-D
K	F
C-D	E-F
C-D	E-K-M-F
K	C-D
H	K-C-D
G	L-C-D-F
E	C-H-D-G-F
C-D	I-F
C-D	K-I-M-F-O
O	
M	E-F-O
A	I-M-O
I	M-F-O
I	M-F-O
H	A-B
M	O
A	E-F
O	L
A	M-H-O
M	E-I
M	E-C-F-O
F	C-D
K	C-M-B-F
A	F-O
F	O
G	A-L
A	L
C	E-M-H
G	I-F
A	I-L-F-O
A	I-E-M-F
A	M-E-D-O
G	L-A-N-H-D
G	A-C-D

MIXTURES

- A "BUCKEYE" Paint, Oil & Grease Remover (Oily Type)
- B "BUCKEYE" Klor-Lene (Volatile Dry Spotter)
- C "BUCKEYE" Steam Spotter (Neutral Lubricant)
- D "BUCKEYE" Wet Spotter (Ammoniated)
- E "BUCKEYE" Pre-Spotter
- F "BUCKEYE" General Formula (Special Stain Remover)
- G "BUCKEYE" Neutra-Lene (Deodorizer & Stain Remover)

- H 4 Parts "BUCKEYE" Paint, Oil & Grease Remover
1 Part Water
- I 1 Part "BUCKEYE" Paint, Oil & Grease Remover
1 Part Water
- J 2 Parts "BUCKEYE" Paint, Oil & Grease Remover
1 Part "BUCKEYE" Klor-Lene
- K 2 Parts "BUCKEYE" Paint, Oil & Grease Remover
1 Part "BUCKEYE" Pre-Spotter

- L 1 Part "BUCKEYE" Klor-Lene
1 Part "BUCKEYE" Neutra-Lene
- M 1 Part "BUCKEYE" Pre-Spotter
1 Part Solvent
1 Part Water
- N 1 Part "BUCKEYE" Pre-Spotter
1 Part "BUCKEYE" Klor-Lene
- O Commercial Digestor

Where Wet agents are used, first wet stain with water.
Where Dry agents are used, first wet stain with solvent.

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THE DAVIES-YOUNG SOAP CO., DAYTON 1, OHIO

For December, 1952

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Merry
Christmas

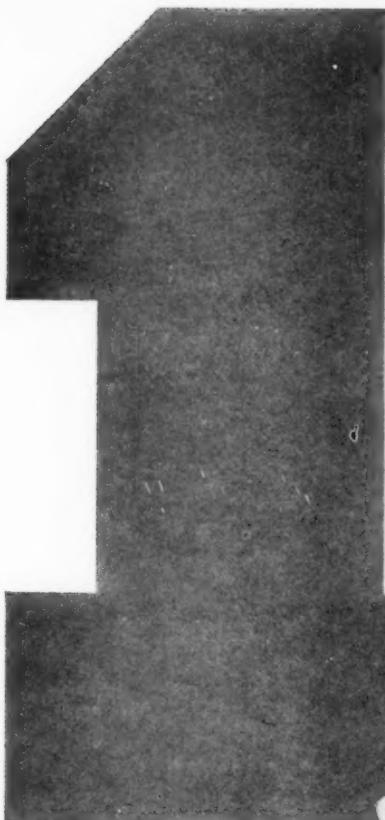
FROM ALL

Best
Wishes
for
'53

OF US

LINCOLN
BAG CO., INC.

PARA-LUX
PRODUCTS CO.



ST put all garments to be wet cleaned into the RSR bath

*It's the surest way to loosen
all spots and stains in one treatment . . .*

*It's the surest way to avoid
costly, time-consuming hand labor
and risky, hard scrubbing . . .*

*It's the surest way to make the
wet cleaning operation pay a profit!*

*RSR costs you only
a few negligible pennies . . .
less than 3 cents a gallon . . .
because you get 141 gallons
of digesting solution from a pound
of the new, extra-strength RSR!*



NOTE Digestion in the RSR bath prior to wet cleaning is particularly advantageous in plants using the strong soap solution, as those spots remaining will probably be hard-set and tenacious. Unless those stains have been loosened by RSR, a dangerous amount of hard, hand scrubbing may be necessary to remove them.

WALLERSTEIN COMPANY, INC.
180 Madison Avenue, New York 16, N. Y.

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DECEMBER NINETEEN HUNDRED AND FIFTY-TWO

NUMBER TWELVE

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Simplified Spotting Chart

RED background for WET spotting

Rinse or feather with water or steam gun

BLACK background for DRY spotting

Rinse in solvent with filter circulation

GROUP A →

- Albumen
- Blood
- Discharge
- Food, starch,
- sugar, sweets
- Glue
- Ice Cream
- Mud
- Perspiration
- Water marks

Protein formula

11 parts MULSOLITE
1 part 26° AMMONIA

Prespotter

1 part CYCLO or 886
1 part SOLVENT
1 part WATER

Powdered digester

R.S.R.
Mfd. by Wallerstein Co.

GROUP B →

- Beer
- Coffee
- Dye stains
- Fruit juice
- Grass stains
- Liquor
- Medicine
- Soft drinks
- Tea

Tannin formula

1 part MULSOLITE
1 part GEN'L FORMULA No. 209

Powdered stripper

STREEPENE
for whites only

GROUP C →

Inks

Tannin formula alternated with Protein formula

Straight Pyratex

Marking and ball pen ink

Streepene

for whites only

GROUP D →

- Rust
- AND OTHER
IRON
COMPOUNDS

Erusticator

Mfd. by Penn. Solv. Mfg. Co.

Tannin formula

for weighted silks

Streepene

for whites only

GROUP E →

- Asphalt
- Bottom streaks
- Grease
- Oil
- Paint
- Pitch
- Tar
- Varnish

Dry spotter

1 part PYRATEX
1 part SOLVENT

Wet spotter

1 part PYRATEX
1 part WATER

Dry spotter

1 part CYCLO or 886
2 parts PICRIN

Volatile-dry

Straight PICRIN
for touch-ups

GROUP F →

- Collodion
- AIRPLANE DOPE
- ENAMEL
- LACQUER
- NAIL POLISH
- NEW SKIN
- Lipstick*
- Rouge
- Shoe polish

Wet spotter

1 part PYRATEX
1 part WATER

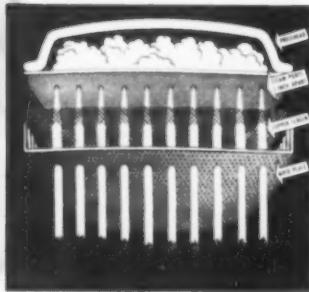
Collodion remover

Straight PYRATEX

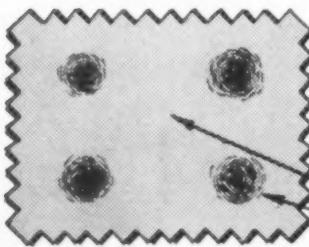
SCIENTIFIC FACTS PROVE—

Your present presses have uneven distribution of steam, uneven distribution of heat, uneven distribution of moisture. Now those same presses can have evenly distributed steam, even heat and even moisture over the entire head pressing surface by inserting a Nev-R-Spot Liner between presshead and a Davis Press Plate. Only with Nev-R-Spot can presses have the required lower, uniform temperature (225 degrees) for safe finishing of such thermoplastic new fabrics as Dacron and Orlon. These "fuse" and "glaze" or shine if pressed with the dangerous high heat of over 300 degrees that exists if ordinary copper screens or woven liners are used inside the grid plate. Nev-R-Spot breaks the harsh steam jets, spreads the steam sideways through thousands of canopied openings to reach every fiber for 100% pressing satisfaction.

Whether or not a drycleaning press is fitted with a copper screen or woven liner between presshead and grid plate, high-temperature pressurized jets of steam shoot at high velocity through the presshead ports, through the screen (if any), through the grid plate and through the garment being finished. There is no diffusion to reduce the ve-



Steam shoots from presshead in harsh jets that drive undiffused through copper screen or woven liner, straight through the grid plate, and hit garment with full force at heat over 300 degrees. Fabric between jets is too cool (under 200 degrees) and too wet. The result is uneven finishing.



locity of the steam, and there is insufficient time and space at this high velocity to permit the steam to lose its excessive heat and to condense.

By means of scientific temperature-measuring devices, it has been proved that under such conditions, with normal cleaning-plant steam pressures of 65, 70 or 75 pounds, the fabric being finished is subjected to temperatures of over 300° F. directly beneath the steam ports and to temperatures of less than 200° in the areas between the ports.

Moisture-content indicators likewise prove that the areas immediately beneath the ports contain no moisture and are subjected to excessive drying, whereas the areas surrounding the port openings receive considerable moisture.

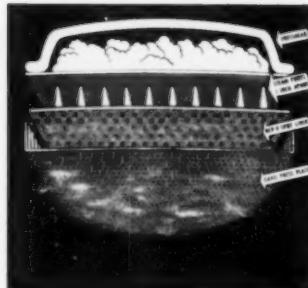
The fabrics being finished with a copper screen or woven liner inside the grid plate thus are subjected to a checkerboard pattern of hot, dry steam alternating with cool, moist steam.

NEV-R-SPOT LINER CORRECTS THOSE FAULTS OF DISTRIBUTION OF STEAM, HEAT AND MOISTURE ON PRESSES

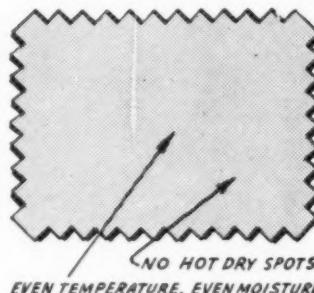
When a Davis Nev-R-Spot Liner is used between presshead and grid plate, the high-temperature pressurized jets of steam shooting from the presshead ports are diverted in a lateral direction... their velocity is reduced by the liner and they issue through the grid plate in the form of a gentle fog of saturated steam.

Scientific temperature-measuring devices prove that at standard steam pressures of 65, 70 or 75 pounds, on a press fitted with a Nev-R-Spot Liner, the fabric being finished is subjected to steam at a uniform temperature of about 225° (at normal operation) over the entire pressing surface. Moisture-content indicators prove that the fabric receives a uniform amount of moisture over the whole pressing area.

TOO WET AND COOL (UNDER 200°)
TOO DRY AND HOT (OVER 300°)



Jets of steam from presshead hit Nev-R-Spot Liner and are converted to soft blanket of gentle steam with even heat and even moisture. Fabric (below) gets equal finishing of every fiber with no steam marks and less hazard of shine.



There is more effective utilization of the heat and moisture in the steam when a Nev-R-Spot Liner is used instead of a copper screen or woven liner. This is because the heat and moisture of the steam are deposited in the garment where they're needed rather than into the lower padding where they're wasted.

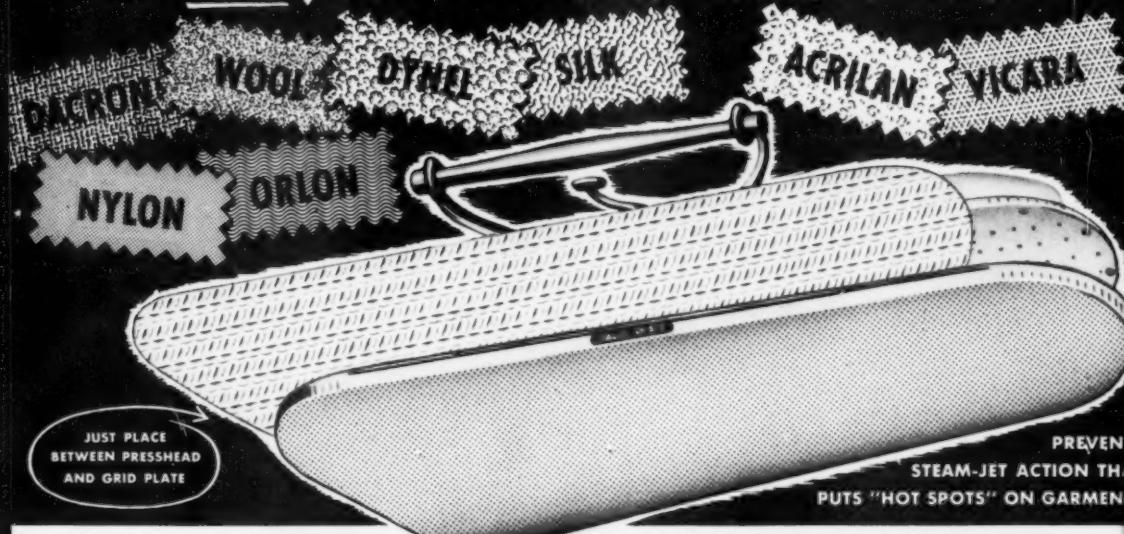
Woolens, silks, cottons and other fabrics made from natural fibers must have uniform moisture and heat conditioning. Fabrics fashioned from the new "man-made" fibers—such as Dacron, Orlon, Dynel, Acetate, Acrilan and Vicar—must have uniform, moderate heat conditioning. Both the natural and the synthetic fabrics, therefore, receive proper steam treatment *only* when a Nev-R-Spot Liner is used inside a press plate which has maximum perforations to allow the steam to reach all fibers of the garment, and which has a pressing surface that does not flatten and deaden the fibers.

The Davis Press Plate, which has six times more perforations than any other plate, provides six times faster steaming. And its exclusive (patented) "Fabric-Renewing" surface lifts the nap as it presses.

In the scientific pressing test described above, it was proved that while the Nev-R-Spot Liner improved steam quality with any grid plate, 100% pressing satisfaction was possible only with a combination of Nev-R-Spot Liner and a Davis Press Plate.

SEE NEXT PAGE ➔

Press ALL fabrics without STEAM MARKS

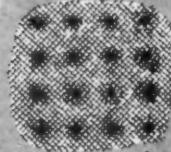


Only the NEV-R-SPOT "STEAM-MOGENIZING" Liner Plate

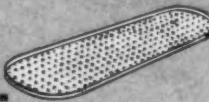
HERE IS WHY YOU GET STEAM MARKS..SHINE..HARSH FINISHING



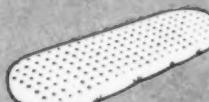
LOOK
at the
pressure marks
in your present
iron screen



LOOK
inside
your grid plate
where steam from
presshead has
gone through screen



LOOK
at the
steam marks on
your back cover

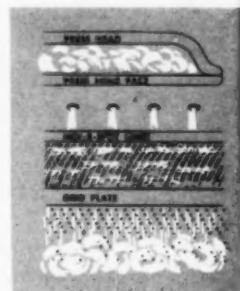


THE GARMENTS YOU FINISH GET
MARKED, TOO! THAT'S WHY YOU
NEED THE NEV-R-SPOT LINER

...converts velocity jets of hot, dry steam into soft, moist steam particles, that condition each fiber for finest finishing without "nickel spots" and with least hazard of shine

Now, for the first time in cleaning history, you can press all fabrics without steam marks. With a Davis NEV-R-SPOT steam-diffusing Liner Plate between presshead and grid plate, garments are protected from the harmful and shine-producing jet action of high-velocity steam. Thousands of tiny canopied openings "homogenize" the steam... spray it sideways to spread like a fluffy blanket over the entire inside surface of the grid plate before coming through its perforations. Softened, moistened steam under gentle, uniform pressure and at uniform temperature caresses each fiber over the whole pressing area. Now, even novice pressers handle difficult fabrics with ease because steam comes through safely, revingly. Garments receive firm, well-set finishing without a "pressed" look...fabrics stay "alive"—look and feel like new. NEV-R-SPOT Liner Plates are available for all cleaning presses.

	NEV-R-SPOT LINERS	DAVIS PRESS PLATES
Lots of 6	Lots of 3 to 5	Lots of 1
38 to 46 inch \$ 9.95	\$ 10.45	\$ 10.95
47 to 54 inch 12.95	13.45	13.95
Mushroom ... 7.95	8.45	8.95
		11.00



DAVIS NEV-R-SPOT LINER SPRAYS STEAM SIDEWAYS!

Jets of steam leaving the presshead hit the Nev-R-Spot Liner Plate. Steam, forced sideways through Liner's thousands of tiny canopied openings, spreads like a blanket inside grid plate, then issues evenly, gently, at uniform pressure and temperature. Leaves no steam marks!

ORDER FROM YOUR SUPPLIER...HE IS OUR DISTRIBUTOR

© DSI

Davis SPECIALTIES, Inc., CHICAGO 24, ILLINOIS
MANUFACTURERS OF DAVIS PRESS PLATES



He's showing you a reason why the best press pads are Airfoam!

SEE how porous even a *thick* layer of AIRFOAM can be! You can blow cigarette smoke right through it! That means *full vacuum draw* for press pads of AIRFOAM!

And here are 5 more good reasons:

- Better work with less effort
- No washing needed
- Ends button and zipper breakage
- Ends "shine" on gabardine and serge
- Outlasts all other type pads

WHETHER you manufacture press pads—or use them—you'll find AIRFOAM speeds up production, improves your work—and saves you money, too. In fact, AIRFOAM can be one of the nicest things that ever happened to your business! For all the facts, write:

Goodyear, Akron 16, Ohio

Airfoam
SUPER-CUSHIONING BY
GOOD^{FOAM} YEAR
THE GREATEST NAME IN RUBBER

Airfoam—U. S. Synthetic Fibre & Rubber Company, Akron, Ohio

WHAT MORE CAN ANYONE SAY?

LET US SEND YOU PROOF
THAT STA•NU IS HERE TO STAY!

READ

WHAT THE NATION'S LEADING DRYCLEANERS AND
CLOTHING MANUFACTURERS HAVE TO SAY ABOUT

PATENTED

Sta•Nu
★ PROCESS

GET THE FACTS! Read why America's most progressive drycleaners are so excited about marvelous, new STA•NU. This exclusive, PATENTED PROCESS is injected into the steam line. STA•NU blends with the steam and actually HOMOGENIZES vital textile oils back into fabrics. Garments take on a rich CASHMERE-SMOOTH feel. Miracle-action STA•NU gives all garments greater resistance to wrinkling and soiling! STA•NU does not alter your present work flow in any way except to SPEED PRODUCTION. But don't take our word for the marvels of STA•NU. You be the judge! Get the facts for yourself, TODAY!

MAIL THIS COUPON NOW!

STA•NU CORP., DEPT. N-2
110 So. Dearborn St., Chicago, Ill.

Please rush my copy of the latest STA•NU facts on, What America Has to Say About STA•NU, by return mail. I understand that I am under no obligation.

YOUR NAME _____

FIRM'S NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



NATIONALLY ADVERTISED



Granted Under
Patent No. 2,866,277

Sta•Nu Corp., 110 So. Dearborn St., Chicago, Ill.

LETTERS to the EDITOR

Cooperative Truck Promotion



To the Editor:

The laundries and cleaners in Nashville have placed an identical truck poster on both sides of 231 trucks. This gives them 462 traveling billboards throughout the city of Nashville every day. The impact of the same identical message, regardless of the name of the plant, soon makes an impression on the public.

Such an effort far exceeds the truck space purchased from the Railway Express Company by the makers of Camel cigarettes for the Nashville market. We cannot match dollars with General Electric, Westinghouse, Bendix and others that buy many times the amount of newspaper space laundries and cleaners feel they can afford. On the other hand, 462 traveling billboards throughout any major city would be a prohibitive expense to these same advertisers and if a uniform message can be delivered to the public through this media it certainly seems we are on the road to fighting back.

Over a period of years we must sell the name of the plant, but from week to week we must sell a specific item and create a demand for a specific service.

Wm. H. FISHER, JR.
Marketing Counsellor

Memphis, Tenn. Southern Laundryowners Association

Mr. Fisher sent illustrations of trucks of American Dry Cleaners & Laundry, Broadway Cleaners-Laundry, Dodge Cleaners, Family Service Laundry, Fort Negley Cleaners-Laundry, Hermitage Laundry, Hillsboro Cleaners-Laundry, Ideal Laundry, Johnson Cleaners, Model Laundry and Cleaners, Rainbow Laundry, Swiss Cleaners, Waverly Cleaners & Laundry. All carried same poster shown on truck in photograph above.—EDITOR

"No Blarney"

To the Editor:

On the theory that it is possible for the pupil to improve on the efforts of the master, the enclosed advertisement and photograph of our collection and delivery service, all controlled by two-way shortwave radio, will indicate that, contrary to popular belief, Irishmen have a fourth speed to the accepted—"slow," "dead-slow" and "stop"—the fourth speed being "way ahead."

We believe this is the first attempt in the world (in the cleaning and dyeing industry, at least) to utilize

radio in this way, and if that be correct—the green in emerald is only in the Isle and not in Irishmen's eyes.

At present our collection and delivery service, controlled by radio, is serving Dublin and suburbs, approximately 750,000 people. We have five vans, each equipped with shortwave installation. Transmission is on an antenna mast, 90 feet from the ground. We have a radius of 30 miles and cover a lot of ground, economically and fast. These small vans are in addition to a fleet of large trucks serving our 45 stores.

If any of my friends in U. S. ever come to Ireland, please drop in. I would like to reciprocate the welcome I receive on my yearly visits to U. S.

LOUIS SPIRO

Merrion, Dublin, Eire Managing Director, Imco Ltd.

We know of at least three small plants, operating in moderate-size towns in the United States, which have had two-way radio as far back as two years ago. But, so far as we know, Imco has the first such installation by a large drycleaner in a large city, anywhere in the world.—EDITOR



Available NOW...in 36-lb. and 48-lb. sizes

MERCURY . . . FOR 10 YEARS THE LEADING WASHER-EXTRACTOR UNIT

A real all-purpose unit . . . use one or more for new or old plants . . . furnished with or without tumbler . . . for use with 140° F. or Stoddard Solvent . . . ideal for Super Strong Soap . . . reduces wet cleaning and spotting



The Modern Petroleum Unit: includes 36-pound combination washer-extractor, 36" x 30" tumbler, six plate 1000 GPH filter, storage tank, piping and pump. Investigate the Mercury—ask any of its 3000 Successful Owners in U.S.A.

- 1 U/L approved for your protection
- 2 Designed for \$1000.00 weekly volume
- 3 Uses safe, low cost 140° F. solvent
- 4 Precision-built for long life
- 5 Economical to operate
- 6 Produces highest quality cleaning
- 7 Cleans and extracts in the same cylinder
- 8 Requires small floor space
- 9 Experienced help not needed to operate
- 10 Combination washer-extractor saves time, saves solvent

Send for details on
TWO-BATH
SSS



**MERCURY
CLEANING
SYSTEMS, INC.**

549 W. WASHINGTON BLVD. • DEPT. 18 • CHICAGO 6, ILL. • TELEPHONE ANdover 3-5420

by Popular Demand...

a new 38x36 GROSSAIR Open-End Tumbler!

For some time, operators all over the country have been asking for a tumbler that will handle a 30" x 48" washer load. To meet this demand, GROSS is now producing a 38" x 36" Open-End Tumbler.

Similar in design to the famous 42" x 42" GROSS-AIR, this new tumbler makes it possible for owners of 30" x 48" washer equipment to balance their production. That is, to move a complete washer load through the full cycle of cleaning.

- Choice of standard one-way cylinder or reversing cylinder.
- Patterned after the famous GROSS 42" x 42" Tumbler.
- Efficient built-in air filter, easily removed for cleaning.
- Specially designed open-type, non-clogging fan assures a minimum of 65 changes of air per minute.
- Separate motor for fan and cylinder eliminates gear reducer, chain drive, and couplings.
- Safe operation assured because interlocking motor allows cylinder to rotate only when fan is operating.
- View-all door made of Tuflex heat-treated glass.
- Built-in lint trap, easily removed for cleaning.
- Dial thermometer.



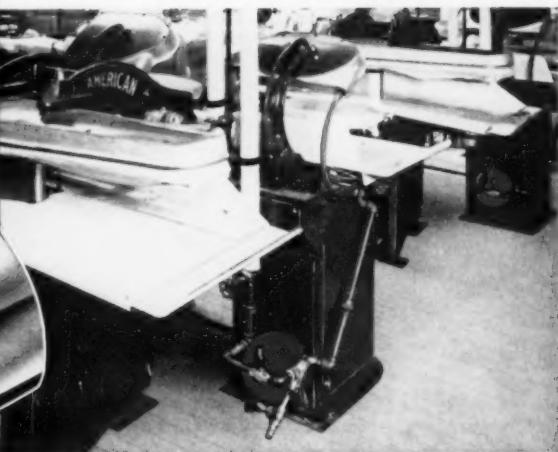
Want more information? Write today for complete specifications.



GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment
183 HALBERT ST. Founded 1923 BUFFALO 14, N. Y.





25 MINUTES SAVED FOR PRESSING BUSINESS

It used to take 30 minutes to warm up the presses in a big Philadelphia tailoring plant. Now it takes 5.

What happened? They replaced old-style steam traps with Yarway Impulse Traps—and gained 25 extra minutes a day for productive operation.

That's pretty typical where Yarway Steam Traps are on the job. Whether it's a tailoring plant, laundry, cleaning establishment or other plant where steam is used, Yarways are designed to send the most premium B.T.U.'s at top temperature into your process or product. **They get equipment hotter, sooner...and keep it hot.**

When you add to this the other Yarway features—small size, only one moving part, easy installation, low maintenance, dependable operation, low cost—you have the reasons why over 750,000 Yarway Impulse Steam Traps have been already installed.

One of 216 Yarway trap and strainer distributors is located near you. See him for your Yarways today.

YARNALL-WARING COMPANY
138 Mermaid Avenue, Philadelphia 18, Pa.

NEW TRAP BOOK

Twenty-four pages of the latest information on steam traps and trap applications.
Your copy is free. Write today.

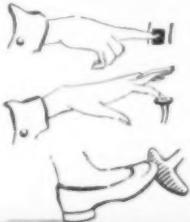


YARWAY

the steam trap designed with more production in mind

like today's finest cars

PROSPERITY Air-Operated CLEANERS' PRESSES RESPOND TO A WOMAN'S TOUCH!



Light Finger-Tip Touch of Either Apron Button—

- Brings head down to "contact" finishing

Light Finger-Tip Touch of Head Levers—

- Produces any degree of pressure up to creasing pressure
- Produces quick top steam from a wisp to full steam over entire top buck

Light Toe-Tip Touch of Floor-Level Pedals—

- Produces sharp, quick, all-over vacuum
- Produces quick bottom steam

All lays finished in easy, rhythmic, motions . . . no reach, no stress, no strain!

TODAY women can answer your call for help in garment finishing.

U. N. CLEANERS, Inc.
79-27 Main Street
Flushing, Long Island

January 15, 1952

The Prosperity Company, Inc.
Syracuse, New York.

Dear Sirs:

I have been in the cleaning business for twenty-eight years and a Prosperity user since 1942. During this time I have had a 5-A Unit, four 6-A's, and now have one of your new 7-A Units, which is the best cleaning machine on the market today.

The 7-A turns out beautiful work and turns it out fast.

With reference to our Prosperity EZD Presses, I believe the future of the cleaning industry depends on using girls, and the easy, air-operated Prosperity Presses make this possible. I am getting two and one-half times more production per operator than I used to get with old style presses.

Very truly yours,
Mrs. Simon
Mrs. Simon
President

MS-10M
LIGHTER, SMOOTHER, MORE SENSITIVE CONTROL of the finest features that have ever been built into garment-pressing machines . . . ease that now parallels the fine sensitivity of Prosperity laundry presses.

GIVE ME A "PROSPERITY"
AND I'LL GIVE YOU FASTER,
FINER PRODUCTION
ALL DAY LONG!



© 1952, The PROSPERITY COMPANY, INC.

PHONE, WIRE or WRITE for full information on Prosperity Air-Operated Garment Presses. Seven buck shapes for production-line setups.

The PROSPERITY
AUTOMATIC PRODUCTION PRESSURE TOOLS FOR LAUNDRY AND DRYCLEANING PLANTS
Company Inc.



ANNOUNCING

CHLOROPHYLL HAS BEEN ADDED TO **U-SAN-O** INSURED MOTHPROOFING

Here's where you can really get the jump on competition, because U-SAN-O Insured Mothproofing now contains CHLOROPHYLL, nature's own deodorizer. CHLOROPHYLL will help rid garments of cleaning odors — give it a Spring-like freshness, and your garments will actually be cleaner. You see, U-SAN-O Mothproofing is a soap booster; it makes good cleaning even better. U-SAN-O is used in the wheel, no extra labor or equipment needed.

By having CHLOROPHYLL in U-SAN-O Mothproofing you now have two big "FREE" offers for your customers — Insured Mothproofing and CHLOROPHYLL cleaning. Be sure to see your dealer. This is one thing you just can't afford to miss if you're looking for bigger profits.

U-SAN-O INSURED MOTHPROOFING plus DEODORIZING AND REFRESHING

Fully protected by
United States and
Canadian patents



Copyright 1952 American Mothproofing Co., St. Louis

Hitch yourself to the U-SAN-O Star.
Order from your Favorite Distributor or write Keweenaw.



SIGNS of the TIMES

DEFENSE DATA

Official posters for ceiling prices have been issued by OPS to service businesses, including drycleaning plants and laundries. Use of the official posters, which contain 20 blank lines for listing of principal services and ceiling prices, is obligatory. New sellers of the services covered must display the posters not later than 30 days after establishment of new ceilings.

Payments of fines for ceiling-price violations will not be allowed as costs or expenses for tax or other purposes, in accordance with General Disallowance Order 1. However, payments in which the amount of the judgment or settlement does not exceed the cost of the overcharges will be allowed as legitimate business expenses. Where payments to the U. S. Treasury and reimbursements to customers together exceed the actual overcharges, the entire amount will be disallowed.

Requests for wage or salary adjustments, for rulings and interpretations on wage stabilization, or for forms or other printed matter should be sent to the nearest regional Wage Stabilization Board, rather than to Washington. Exceptions are petitions and correspondence involving health and welfare plans, pension and profit-sharing plans, which are to be addressed to the Wage Stabilization Board, Washington 25, D. C.

#

Fabric News: Among the speakers at the Sixth National Home Laundry Conference, held recently in New York City under the auspices of the American Home Laundry Manufacturers Association, was Dr. Dorothy S. Lyle of the National Institute of Cleaning and Dyeing. Contributing to a discussion of labels of washable materials, Dr. Lyle pointed out that labels would also be useful to drycleaners, since many fabrics which are in themselves washable are made into garments too intricate to wash. Such features of a garment as gold finishes, synthetic elastic and some fabric finishes will not withstand drycleaning, she explained.

Another NICD representative, Dr. J. C. Alexander, assistant research director, attended a recent meeting of a subcommittee of the American Society for Testing Materials, of which he is a member. He brought up the need of a test method on the shine which occurs on some synthetic fabrics in processing.

It was recently proposed to discontinue this subcommittee, which deals with testing of man-made fibers, since there is some belief in the textile industry that the important feature of fabric labeling is not fiber content so much as information on care and performance.

#

Cleaners Urge Home Cleaning: There is no law against humor in Lowell, Massachusetts. A number of cleaners took advantage of this to purchase cooperatively a half page of advertising in the local newspaper.

The ad, which appeared October 19, led off with instructions on "How To Clean Your Own Clothing." Another appropriate title might have been, "An Invita-

tion to Trouble." For, in a humorous vein, the instructions carefully describe how to ruin a garment and develop ulcers in 12 easy lessons. Here they are:

1. Get a pair of rubber gloves and a rubber apron, to protect your skin from the cleaning fluid.

2. Install a set of special cleaning tubs in the basement which are designed for use in cleaning clothes.

3. Buy a chemistry set so that you may test each spot and stain for use of the correct cleaning application.

4. Write the garment manufacturer. Ask him to tell you the exact nature of the fiber. It makes a whole of difference (when it comes to cleaning) whether it's wool, rayon, nylon, etc.

5. Turn on every light in the room or, better still, go out and buy two 1,000 watt bulbs. You'll want to take out all the spots and to take 'em out you've got to be able to see them.

6. Provide yourself with a sufficient quantity of cleaning solvent. You'll have to shop around for it but that consumes only time. Also purchase several special sponges and brushes. This material should cost only about \$10.

7. Equip yourself with lots of good strong words such as "Darn," "Oh Hang," and the like, to use when the color comes out with the spot. Keep using these words until a hole appears where the spot was.

8. Using good firm strokes, start to rub with even motion, always in the same direction. Never vary the length or breadth of the strokes lest you add new variations to the color of the garment.

9. Get out that gas mask you got at the Army and Navy goods store. You won't like inhaling the fumes from the cleaning fluid.

10. We should have warned you before this to turn off the pilot light on the gas stove and not smoke or light matches in the room where the cleaning is being done.

11. When properly cleaned, hang the garment out to dry. It may take four or five days but there again, it consumes only time. Or you can purchase a special spin-drier which will do the job quickly but the initial cost will be at least \$500.

12. After the garment is dry get your iron ready. Be sure it's at the right heat for pressing. Be sure it stays at the right heat because scorching is the easiest part of home cleaning methods.

Expert Drycleaning Is An Art

After doing your own cleaning, at home, you'd better scrutinize your work carefully to determine the amount of damage you've done.

No doubt you will decide (quite sensibly) that it's best to do clothes cleaning in the easiest and least expensive manner. Which is to take your cleaning problems to one of the expert establishments listed on this page. It costs less and your garments will last longer.

The ad, by the way, was conceived and prepared by the advertising department of the newspaper, the Lowell Sunday Sun.

#

Zenith Sponsors Election Returns: The kind of promotion opportunity that comes only once in four years was taken advantage of by Zenith Cleaners of Dallas, Texas, this past Election Day. Sharing time with the Chevrolet Division of General Motors, the cleaning firm co-sponsored an all-night radio and television broadcast of national, state and local election returns.

From 7:00 P.M. until 2:30 the following morning, Zenith was on the air 3½ minutes out of every 30. From 9:00 to 9:15 P.M., the cleaning firm had a full-time

(Continued on page 104)

Chlorinated units are easily converted to the two-bath 3% "Super Soap" method

Minor changes in piping of combination washer-extractors permit use of 43 times as much soap at no additional cost

The near elimination of wet-cleaning which results from the use of a concentrated 3% solution of FORMULA 886, followed by a rinse in pure solvent, has prompted owners of Stoddard solvent plants to purchase new combination washer-extractors in order that the method may be practiced economically.

Owners of perchlorethylene plants need not resort to replacement of equipment because their units are all of the combination washer-extractor type. For them it is only a question of converting their present equipment.

In some cases this conversion comprises no more than a simple rearrangement of piping and valves.

In others it includes the installation of another solvent storage tank.

In either event the objective is to avoid even a slight interchange of the 3% solution and the pure rinse solvent.

Leading manufacturers of equipment designed for "perc" have worked out every detail necessary for efficient conversion of your old equipment. These manufacturers are also prepared to supply new equipment designed specifically for the two-bath "SUPER SOAP" method.

Your combination washer-extractor is now worth many times the price you paid for it if you arrange with your manufacturer for conversion to the two-bath "SUPER SOAP" method as practiced with a 3% solution of FORMULA 886. Be sure that every precaution is taken to avoid dilution of the 3% solution with rinse solvent, or contamination of rinse solvent by 3% solution.

STREET's employ a staff of over 35 field technicians trained to supplement the work of equipment engineers. For a consultation regarding conversion of your "perc" equipment write to R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Illinois.

Paid advertisement. Copyright 1952 R. R. Street & Co., Inc., S886-24

Why the two-bath method in perchlorethylene brings near elimination of wet-cleaning

FIRST, the 3% solution of FORMULA 886 provides unprecedented moisture control.

SECONDLY, STREET'S STRONG SOAP TESTING KIT provides unprecedented control of active ingredient.

Then, of paramount importance, is the unprecedented control of static. The 3% solution of 886 introduces 43 times as much active ingredient as the normal amount of filter soap. This unusual concentration imparts much higher electrical conductivity to "perc" than ever approached by soaps in the old one-bath method, and in so doing gives an entirely new concept of whiteness retention resulting from elimination of static.

FINALLY, the optimum in scientific dry cleaning is reached through the separate rinse in pure solvent which is free of the soluble impurities removed from the soiled fabrics. This pure rinse not only precludes any remote possibility of odor, but also, in removing the oily film from the fabrics, permits colors to snap back to their original brilliance.



U. L. Approved



The ONLY Perc. System
With All These
Advantages

① OPEN POCKET
Reversing Cylinder

No partitions — No tangling.
No weighing of divided loads.
Best cleaning and drying principle.

② OPEN-END LOADING

Easy to load and unload quickly
... even by a slight girl.

③ AUTOMATIC

— Just Load and Unload.
No transfer of solvent-laden garments.

④ PATENTED "ISO-VIBE"

Isolates Vibration.
No bolting to floor. No special foundations.

⑤ POWDERLESS FILTER

Saves perc. Eliminates filter aids.
Saves labor in filter sludge cleaning.

⑥ STRIP DISTILLATION

Removes solvent from sludge.
(Not possible with ordinary distillation)



DIVISION OF THE AMERICAN
LAUNDRY MACHINERY CO.

AMERICAN CLEANERS
EQUIPMENT CO.
CINCINNATI 12, OHIO

ANNOUNCING



SENSATIONAL

CHARGIT

CONTAINS
CHLOROPHYLL

by NU-PRO

the SUPER-CHARGE of ALL CHARGE SOAPS!
RESULTS WITH CHARGIT ARE AMAZING!

- IS FAST ACTING
- ELIMINATES DISTILLATION TROUBLE
- AFFORDS EXCELLENT SOIL REMOVAL
- GREATLY REDUCES SPOTTING AND WET CLEANING
- DOES NOT RING IN SPOTTING
- DOES NOT CAUSE FILTER PRESSURE
- LEAVES NO ODOR - IS ECONOMICAL



SEE YOUR NU-PRO JOBBER — FIELD MEN WILL DEMONSTRATE

nu-PRO MFG. CO.

2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

OR
WRITE FACTORY
FOR FULL DETAILS

Compare

the new **VIC Econo**

Synthetic
with recovery unit

with competing units



VIC GIVES YOU:

CAPACITY: 108 to 130 lbs. per hr.
 FILTER: 1500 gals. per hr. (For BETTER Cleaning).
 CYLINDER SIZE: 30 x 22. (Almost 1/2 larger, giving better drop for thorough cleaning).
 SOLVENT FLOW: 1 1/4" inlet pipe, 2" drain pipe.
 CONSTRUCTION: 1/4" and 3/16" welded steel.
 EXTRACTOR: Speed, 650 RPM, Diam. 30".
 SOLVENT STORAGE CAPACITY: 105 gal.
 SPACE REQUIRED: 38 sq. ft.
 APPROX. WEIGHT: 3980 lbs.
 MUCK CAPACITY: 50 lbs.

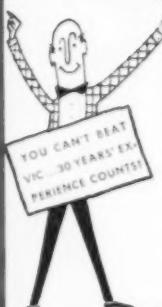
PLUS

Famous VIC drive (no clutch to give trouble); Automatic Timer; Centralized Controls; Solvent Saver; Soap Dispenser; Glass on washer to show solvent level.

You get this for
\$4350.00
 F. O. B. Minneapolis

COMPETING MACHINES IN THIS
 FIELD RANGE ONLY GIVE THIS

CAPACITY: 105 to 120 lbs. per hr.
 FILTER: 1000 gals. per hr.
 CYLINDER SIZE: 28 x 20.
 SOLVENT FLOW: 1" inlet pipe, 1 1/2" drain pipe.
 CONSTRUCTION: Light gauge metal.
 EXTRACTOR: Speed 590 RPM, Diam. 28".
 SOLVENT STORAGE CAPACITY: 81 gal.
 SPACE REQUIRED: 73.13 sq. ft.
 APPROX. WEIGHT: 3700 lbs.
 MUCK CAPACITY: 25 lbs.



WORLD'S LARGEST LINE
 OF SYNTHETIC EQUIPMENT
 EASY MONTHLY
 INSTALLMENTS

VIC CLEANING MACHINE CO.

EXPERIENCED SINCE 1912

Sales & Service in all Principal Cities

MINNEAPOLIS 3, MINN.



SWING TO SNA-PON GUARDS

TRADE MARK
REG. U. S.
PAT. OFF.

PAT. NO. 2510043-2510044



- 50% easier to thread!
- Snaps on any standard hanger.
- Die-cut ends prevent pivoting.
- 2 rows of fibre bursts prevent slippage.
- Just slide on and press down.

PRODUCTION LIMITED — ORDERS FILLED AS RECEIVED
Contact Your Jobber



TILLERY CONTAINER COMPANY

6000 Wilson Ave.

Kansas City 3, Missouri

BUSINESS BUILDERS

Maps on Trucks Cause Comment



STRIKING TRUCK SIGN of Eutaw Cleaners admired by Mr. and Mrs. J. N. Lunsford, who operate plant with son, R. E. Lunsford.

Trucks painted black with a white map of the United States on each side of the body are unusual promotion for Eutaw (Alabama) Cleaners. In third-dimension shadowing the word "Eutaw" is painted on the end of a tapering pointer which goes off to infinity in perspective to the location of Eutaw on the map.

"The effect is so striking," says manager R. E. Lunsford, "that people seeing one of the trucks for the first time cannot resist walking over to examine the map."

"The signs cause a great deal of comment, and of course that's what we want them to do. We've also found that these signs are much better name identification for us than conventional lettering."

Swap Program Sells Cleaning



SWAP ITEMS sell cleaning for Angelo and Anthony Viverato.

Do you want to buy, sell or swap? If you do and you live in the Baton Rouge, Louisiana, area, just call Fairfield Cleaners or Radio Station WJBR.

Three times a week WJBR has a half-hour program called Exchange Shop, jointly sponsored by Fairfield Cleaners and several other business firms. Each sponsor pays \$22.50 per week.

Listings on the program of items to be exchanged are free but must come through one of the sponsors or direct to the radio station with a sponsor's name given. Listings run the whole range from houses and business lots down to a home-made birthday cake or a dozen fresh eggs.

One section of the 30-foot L-shaped counter at Fairfield Cleaners is reserved for swap or sell items

which customers bring in. When they are listed over the radio the announcer says that they can be found "now at Fairfield Cleaners' main plant, 2255 Plank Road," and the phone number is given. Someone at the plant must stay by the phone the entire time the program is on the air and for 30 to 45 minutes after it is over.

"It's the best advertising we ever used," say the owners, the Viverato brothers. "It may be hard to understand how the sale of a dozen eggs will bring a new regular customer but it works that way. The program is one of the most popular on the air. Because of the large number of listeners and the interest the program has created, sales run very high."

Warnings to Amateur Spotters



That *Reader's Digest* article telling how easy it is to do home cleaning gave many alert cleaners ideas for turning this unfavorable publicity into favorable publicity. Among them was Ray Ellison of Ellison Cleaners, American Forks, Utah, with an original approach.

Behind the counter at his plant store Mr. Ellison put up neat signs telling customers, "If you have tried to remove stains unsuccessfully, tell us what you did." Or, "Perfume can remove color and leave dye rings, or a resinous stain that cannot be removed." There are a lot of these signs, with general "beware" and plugs.

After the signs went up, customers began telling what they had done and brought in garments they had spotted themselves. The signs, Mr. Ellison says, have worked and are still working to the plant's advantage.

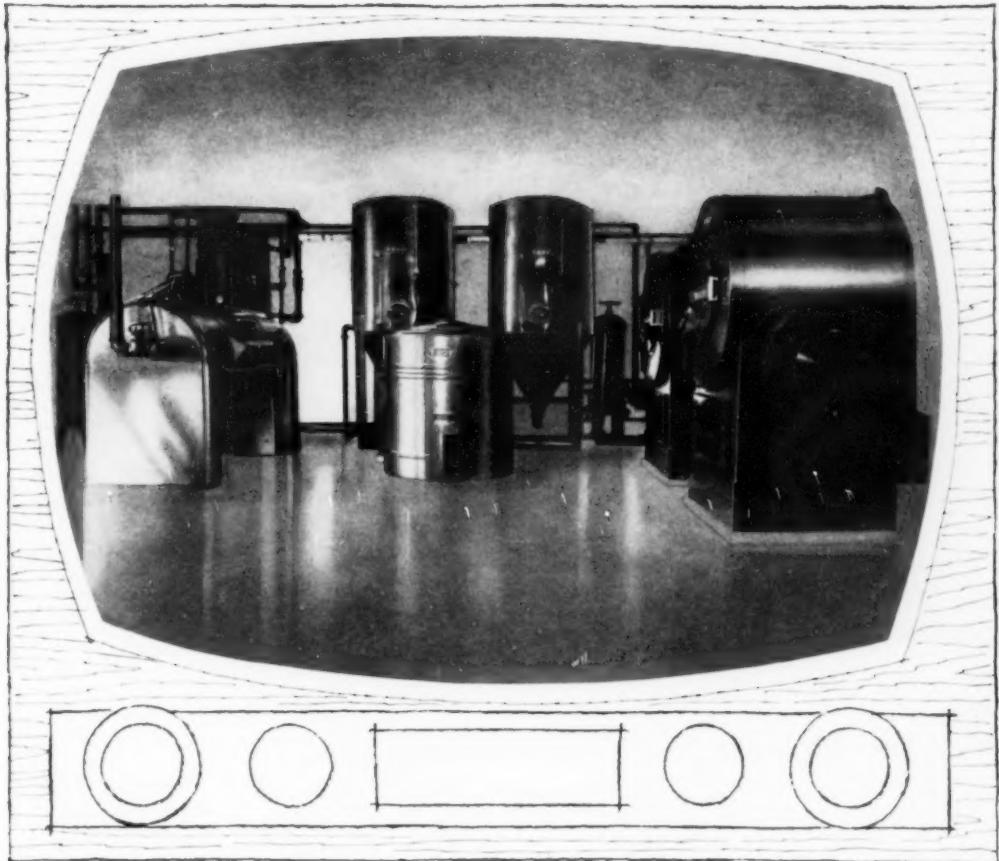
Zipper-Ease Kit Good Giveaway

Free zipper-lubrication kits are given to customers of Thompson & Wigren Cleaners of Carroll, Iowa. These kits, which are low-cost giveaways, carry instructions for lubricating all kinds of zippers. The kits also carry the line: "We operate a complete zipper repair service."

J. A. Wigren says that his plant has given away a good many thousand zipper kits in the past two years. He started with an order for 1,000 and customer requests brought repeat orders.

The big advantage to the free kits, Mr. Wigren says, is that they bring to the attention of the wife the need for repair or cleaning. When a customer brings in garments with faulty zippers the counter girl suggests having the garments cleaned at the same time. Of course, it also works the other way around. Cleaning jobs often suggest zipper repair.

The kits have also proved very good door openers for the routemen.



Clear Picture of Profits...for YOU!

You'll be tuned in to the right drycleaning program for years ahead when you install a Troy Electroclene Drycleaning Unit now. You're looking at a 60 lb. capacity unit which includes Troy Electroclene Washer, Troy Minute Man Extractor, Troy-Olson Tubular Filter with vacuum button trap, Troy-Olson Still, two Troy-Mercury Tumblers, above-ground tanks and supply, circulating and still pumps. You can order Troy Electroclene Units with capacities from 35 to 200 lbs. dry weight per load, for use with *all* types of petroleum solvents.

We've got free floor plans for you, too, showing how Troy Electroclene units can be arranged for straight line or "U" type layouts to meet *your* needs. Why not send for yours, TODAY!

Troy ELECTROCLENE
DRYCLEANING UNITS

TROY LAUNDRY MACHINERY • Division of American Machine and Metals, Inc., East Moline, Illinois
Sales and Service Offices in: New York • Boston • Atlanta • Washington, D. C. • Chicago • Los Angeles • San Francisco

Built to deliver on the double!

International trucks with Metro[®] bodies are designed to make deliveries quickly, easily, and inexpensively. They're extremely maneuverable in traffic and give you nearly twice the payload space of a panel of comparable size.

Metros are easier to load and unload. Drivers make deliveries and pick-ups faster, with less effort.

No wonder cost-conscious operators have made Internationals with Metro bodies first in multi-stop truck sales for 14 straight years. See your International dealer or branch for the complete story.

INTERNATIONAL HARVESTER COMPANY • CHICAGO

Check these outstanding Metro advantages:

- Silver Diamond valve-in-head engines are rugged, packed with extra power. Engineered to save you plenty on operating and maintenance costs.
- Super-steering system—more positive control. Wider front axles make possible full 37° turning angle for safer, easier handling and maneuverability.
- Six models—with GVW ratings from 5,400 to 11,000 lbs. Cubic foot body capacities—235, 292, 375.
- Matched body and chassis built to your specifications under one roof to save you money.



International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers
Metro, Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company.

Better roads mean a better America

INTERNATIONAL TRUCKS

"Standard of the Highway"

International LM-120 series, 7½ and 9 ft.
body sizes. Wheelbases, 102 and 115 inches.
A wide variety of truck arrangements.





YOU GET

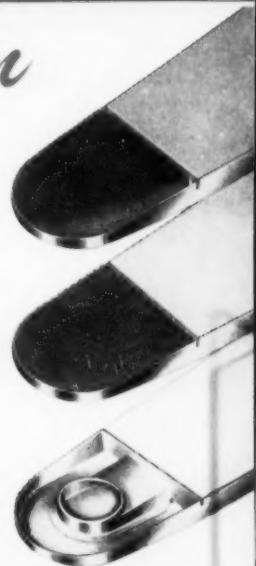
Concentrated Vacuum

only with a

CISSELL VACUUM SPOTTING BOARD

Go to the "wet side"
for amazing results

POWERFUL VACUUM on both nose of board and swinging sleeve board. Left pedal releases: 1. A feather of dry steam. 2. Dry steam. 3. Moist steam. 4. Wet steam. Plenty of heated compressed air for quick drying. Both boards have stainless-steel frames and white Vitrolite tops. Vacuum areas are perforated, stainless steel with fine nickel screen covering. Air-cooled, cork-handle spotting gun has removable tip. Screen assembly, Vitrolite top and chemical tray easily removed for cleaning. Automatic check valve releases all chemicals and water from a "built-in" vacuum separating chamber to a large drain receptacle. *Harmful chemicals are not carried into vacuum system.* Large chemical tray; handy stainless-steel spatula, brush holder and two large pans provided for the ultimate in convenience. Available for central air vacuum or with built-in steam vacuum. \$310, F.O.B. Louisville, Ky.



Note large working area on nose of board with concentrated vacuum in center. All-over plate perforation plus powerful vacuum prohibits soil from "bounding back".

Above: Nose of board with plate and screen covering. Middle: With screen removed to show all-over plate perforation. Below: With screen and plate removed to show concentrated vacuum feature.

Cissell Patented Concentrated Vacuum permits use of wet steam . . . keeps wetted areas from spreading. Cuts wet-cleaning and re-cleaning to a minimum . . . solves, once and for all, the time-wasting spotting bugaboo as it eliminates feathering, sizing rings, discoloration, "blow off" with dry steam, drying in tumbler, re-inspecting. No lost motion. Large areas of perspiration are spotted and dried with ease. Cissell provides independent foot-pedal control for vacuum, necessary for dry spotting. In "dry" spotting, the Cissell Concentrated Vacuum provides rapid drying . . . removing solutions such as carbon tetrachloride and loosened soil without a "dry" ring.

Consult Your Jobber

W. M. CISSELL MANUFACTURING CO., INC.

831 S. FIRST ST.—P.O. BOX 1143—LOUISVILLE, KY.

Pacific Coast Office—4823 W. Jefferson Blvd., Los Angeles

Foreign Distributors: Address Correspondence Attention Export Dept.

Cable Code: CISSELL

CISSELL



All Eyes Turn to



New GREEN Arrow Sponge Pads!

the improved
pad with

GREATER Porosity
GREATER Serviceability
GREATER Durability

LOOK for new improved GREEN Arrow Sponge pads when you repad! New, scientifically perfect Arrow pads give an effortless, shine-less, FAST pressing job every time. Insist on new green Arrow pressing pads. The color tells you it's genuine Arrow; the name Arrow tells you it's the best pressing pad money can buy.

Sizes and shapes to fit all dry-cleaning
pressing machines

Made of a
SPECIAL PRESSING PAD
FORMULA OF
Airfoam
SUPER-CUSHIONING BY
GOOD YEAR

Order from your Jobber

or write:

ARROW MANUFACTURING COMPANY, INC.

2922 Terrace Street • Kansas City, Missouri



Season's
Greetings.

merry christmas

happy new year

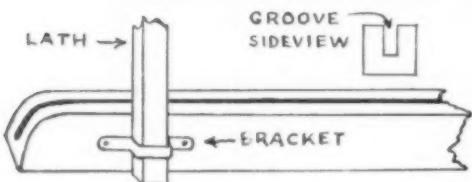
DC FILTROL

Filtrol^{*} CORPORATION

727 West Seventh Street, Los Angeles 17, California
Plants: Vernon, California; Salt Lake City, Utah;
Jackson, Mississippi

GADGETS and GIMMICKS

In the Groove



A section of grooved molding is mounted on the top of the partial partition between the store and finishing room at Odorless Cleaners, Carlsbad, New Mexico. Signs and posters fit into the groove. For the larger signs, a section of lath fits into a bracket on the rear side of the building.

Dick Tottenhoff, operator of Odorless, claims that most cleaners' signs and posters never get put up because there is no convenient mounting. He uses from three to six signs mounted above the partition and changes them frequently so the customers will look to see what new signs have been put up.

"We very definitely get results from store signs," Mr. Tottenhoff said. "When we put up a 'New Pockets' sign we will get orders for 20 to 30 pockets above average the first week. Then the effectiveness wears off."

Steam Cleaner



A steam cleaner devised by Cliff Kern is making plant housekeeping easier at Champion Cleaners, Phoenix, Arizona. He took a long section of reinforced rubber

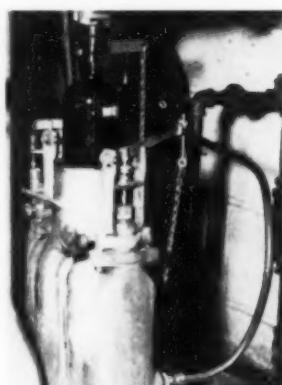
hose and fastened on a grip-valve extension nozzle. The grip valve has a hard-rubber-insulated handle which prevents it from becoming too hot while the steam cleaner is being used. Mounted 4 inches above the extension nozzle is a second handle with a hard rubber cover.

Mr. Kern also has an extension for the nozzle which serves as a scraper. This has small holes along the scraping surface. It can be fastened on the nozzle end with a set screw when the scraper is needed.

Tickets for Bundle Drop

When Blake Wood installed a bundle drop at his new drive-in store in Tyler, Texas, he really made it easy for his customers. Tickets are left in the door jamb for the customers to fill out and drop with their bundles through the hinged opening in the front door.

Simple Digester Heater



To keep a small container of digester heated, a simple method has been devised by Harold Zell, owner of Old English Cleaners in Glendale, California. Mr. Zell has placed an empty No. 2½ can upside down on the mixing chamber of the spotting board, where it catches lot of heat. On top of the can is placed a shaker bottle of digester, which is kept by the heat of the can at the correct temperature.

Two Tape Uses

A couple of novel uses for cellulose (Scotch) tape have cropped up. One, suggested by Frank Crockett of Fuller's Cleaning & Dyeing Company in Cleveland, Ohio, is to have the inspectors mark go-backs with pieces of tape. Instead of sticking a pin through a stain or double crease, the tape is stuck on the spot. It peels off easily and doesn't leave pinholes or a messy area where the fabric was bent in pinning.

The other use is for fishing out small articles that have fallen or rolled out of reach. A 6-inch loop of tape is fastened in a circle with the adhesive on the outside. Then about half of this loop is fastened over the end of a yardstick, lapping each side an inch or so. Finally, if the patient victim can reach in or down with the stick, without touching and sticking to the wall or floor, and if the lost object is not greasy, he has a chance of snaring it with the exposed section of the tape.

~~INPUT~~
OUTPUT

~~STACK~~
BREECHING

**...please,
all I want
is a boiler
that's right for my plant!**



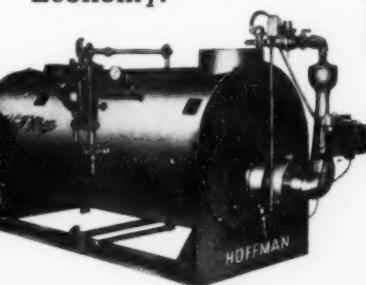
Mister... you want **HOFFMAN Custom-Fitted Boiler Service**

You're welcome to the technical talk about Hoffman-
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you'd rather just be assured of real, low-down operat-
ing costs and the right steam generation for your
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He knows what steam your equipment requires — will
help you select the size that's right for now and the
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Completely equipped
models • Fully ap-
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Submerged tubes, last
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- ★ 10 Sizes: 3 to 150 H.P.
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Another Big Resillo "First"!



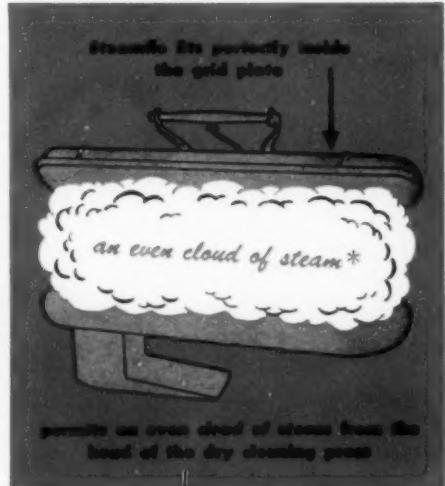
Completely Solves **STEAM FLOW PROBLEM** on Dry Cleaning Presses!

Thousands of Steamflo Pads now in use all over the U.S. prove these statements.

1. **FINER FINISHING**—no garment "shine".
2. **FASTER PRESSING**—no more continuous steaming.
3. **LONGER LASTING**—rugged, resilient, stainless metal mesh construction.
4. **MONEY SAVING**—outlasts anything now used.
5. **STEAMFLO PADS** are made to perfectly fit inside the grid plate on the head of all makes and models of dry cleaning presses.



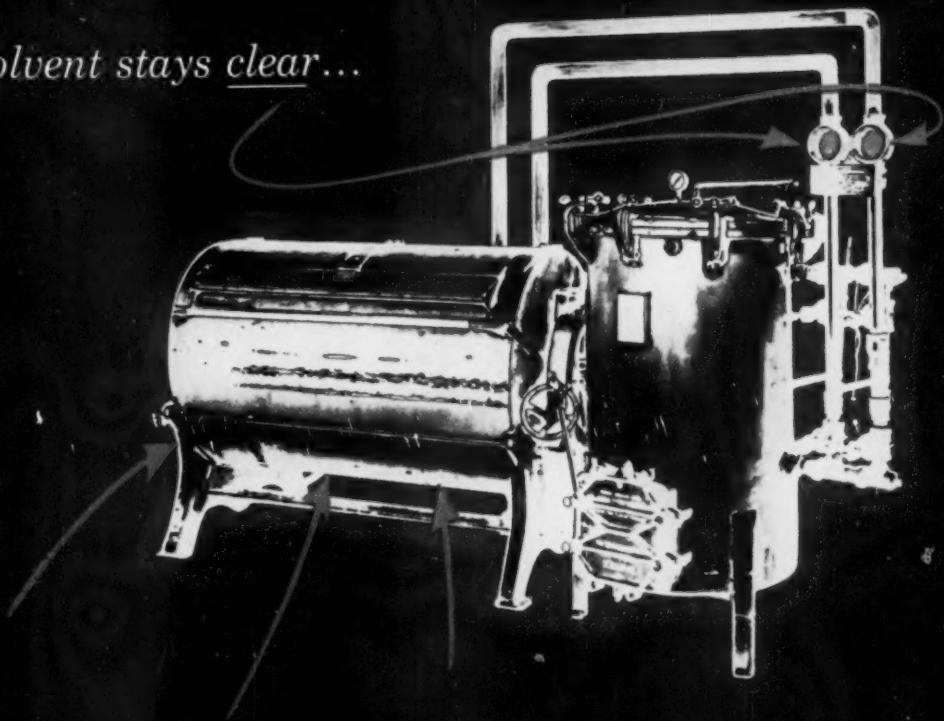
Ask your Resillo Jobber now about the new Steamflo for the upper bucks of dry cleaning presses.



Resillo WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL **PRESS PADS**

RESILLO COMPANY • 2328 WEST NELSON STREET • CHICAGO 18, ILLINOIS

solvent stays clear...



*soap stays in...with new **FLO-KLEAR**
charged systems*

Now you can take full advantage of the charged system... wash every load with soap, and in *clean* solvent. That's because the new soap, Flo-Klear, was especially designed to work when sweetener powders are used in the filter for removing fatty acid soil from the solvent.

Dry cleaners are finding that Flo-Klear—unlike other charged systems they've tried—actually means maximum soap economy even when sweetener powders are used. This means that Flo-Klear charged systems permit clarifying the solvent between periods of distillation—and you know how important that is.

You'll discover these same benefits for yourself when you try Flo-Klear. You'll also find that Flo-Klear is a real dirt

remover... active, effective, thorough, and safe to modern fabrics.

Ask your local Pennsalt man for full information on Flo-Klear. He will be glad to set up a demonstration for you. Dry Cleaning and Laundry Dept., Pennsylvania Salt Manufacturing Company; *In the East:* 1000 Widener Bldg., Philadelphia 7, Pa.; *In the West:* Woolsey Bldg., 2168 Shattuck Avenue, Berkeley 4, Calif.

Flo-Klear is a trade-name of the Pennsylvania Salt Manufacturing Co.

**Use spotters that are compatible
with any charged system...**

**Pennsalt Spotters
are the answer**

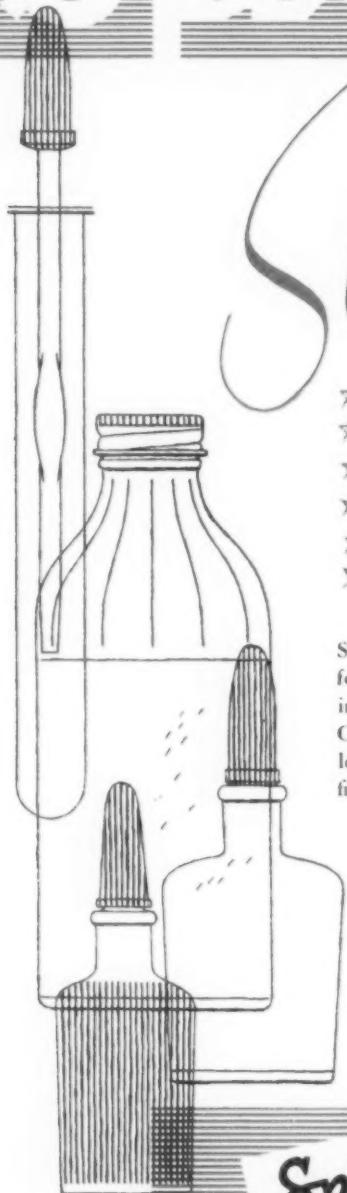


Progressive Chemistry for Over a Century



presents the
modern

Solcharge



- ★ MULTIPLIES DRY CLEANING EFFICIENCY
- ★ WILL NOT FILTER OUT
- ★ IDEAL FOR SOFT WOOLENS . . . BRIGHT COLORS
- ★ CUTS SPOTTING . . . FEWER WET CLEANS
- ★ SPEEDS PROCESSING . . . FASTER DELIVERIES
- ★ GREATER CUSTOMER SATISFACTION

SOL-CHARGE is an exclusive emulsifier and penetrant formula for charging solvent to obtain maximum cleaning results from SPIX detergents and soaps. SPIX SOL-CHARGE, a mixture of emulsifying and penetrating oils, leaves no fatty build-up in the system, definitely will not filter out. Write for informative bulletin.

Our technical experts are available, anytime, to help solve your most difficult problems with quality, dependable SPIX products.

Without obligation, he will show you how SOL-CHARGE is more EFFICIENT and ECONOMICAL. He will also show you the brand new SOL-CHARGE Positive Testing Kit.

Spix

PRODUCTS COMPANY

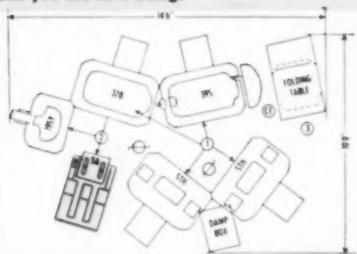
Convert...

your present shirt units
with the AUTOMATIC
UNIPRESS
ONE LAY SLEEVER

Perfectly finish
two shirt sleeves
in one, fast, easy lay

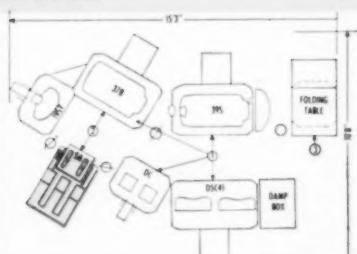
Amazing increase in production

Here's how... the UNIPRESS AUTOMATIC ONE LAY SLEEVER can increase the efficiency and production of any shirt finishing unit you are now using.

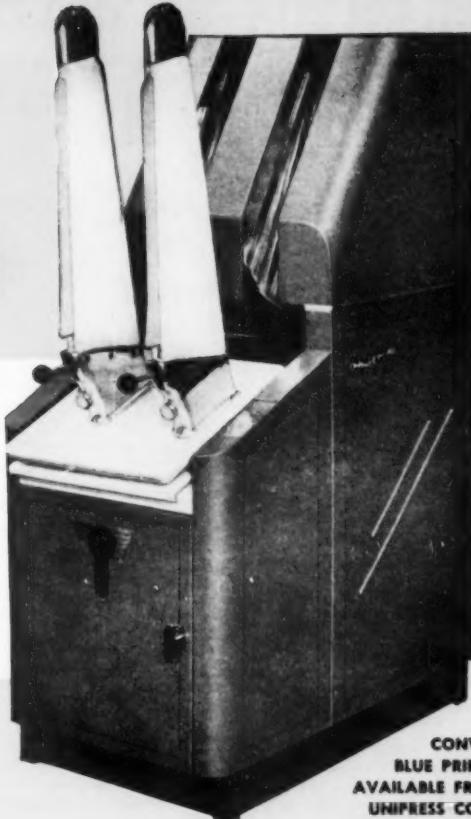


The above floor plan shows how two 3-girl-4-press units have been converted into a 3-girl unit using the UNIPRESS AUTOMATIC ONE LAY SLEEVER.

Note the converted drawing uses 2 triple heads. This is recommended only when steam pressure is low. Two triple heads, with operator alternating lays, allows for longer drying time . . . OTHERWISE ONE TRIPLE HEAD MAY BE USED.



In this plan the installation of the UNIPRESS SLEEVER has converted a typical 4-girl unit into a 3-girl unit. You get as many, if not more, quality shirts per operator, per hour with 3 girls than you did with 4.



CONVERSION
BLUE PRINTS ARE
AVAILABLE FROM THE
UNIPRESS COMPANY



MAXIMUM EFFICIENCY—in only one, fast, easy UNIPRESS lay, both sleeves of a shirt are perfectly finished—in a matter of seconds—cuts finishing time up to 75%.



FINER QUALITY—sleeves are beautifully ironed to a soft, satiny smoothness—typical UNIPRESS superiority.



INCREASED QUANTITY—both sleeves of 165 shirts can be finished by one operator in one hour when the UNIPRESS sleever is used alone—an amazing new high in production.



GREATER ECONOMY—the UNIPRESS SLEEVER will fit into and greatly increase the production of any shirt finishing unit. Installation automatically converts a 4-girl unit or two 2-girl units into a 3-girl unit—production and quality will be higher.



LOWER MAINTENANCE—Typical UNIPRESS engineering and design assures continuous service—longer life. There are fewer moving parts, no solenoid valves, no electrical contacts to demand constant repair and service.

Write for layouts and specifications

Manufacturers of Laundry Power Presses and Equipment
The UNIPRESS Company
2800 LYNDALE AVENUE SOUTH • MINNEAPOLIS

EDITORIAL

NATIONAL CLEANER AND DYER

Ladies Are Squeezed

Yessir, the ladies are being caught in the middle. Which creates an opportunity and a challenge to drycleaners. Here in New York, and we hear it is true all over the country, the clothing and department stores are charging fantastic rates to alter ladies' garments. Presumably this is one way of upgrading the advertised prices of dresses and suits without scaring the gals to death before they have purchased a garment.

As a result, many of the ladies aren't having their dresses altered, or they attempt to do the job themselves. More generally they scurry around to find seamstresses, tailors or drycleaners who will do it for them at less than half the price of the garment (no kidding, one "moderate-priced" New York store charges \$10.50 to raise the waist on a \$25.00 dress).

Obviously, the drycleaners must make it as easy as possible for women to get alterations done by them. The cleaners can charge much more reasonable prices than the apparel stores and still make a better profit than on their regular drycleaning volume.

The fantastic thing about the drycleaning industry is that originally it was a sideline to two other trades, garment redyeing and tailoring. Today the latter are so distinctly sidelines to the drycleaning industry that very many plantowners do much greater volumes in shirt laundering or fur storage than in either dyeing or alterations and repairs.

We could understand why if it could be proved there was no money in these traditional sidelines. But certainly if a department store can sell a \$3 or \$4 alteration job for \$10.50, the drycleaner must be missing a big bet somewhere along the line.

In the past few years we have visited a number of drycleaners who by vigorously promoting paid repairs and alterations have developed this department to where it amounted to 15 and even 20 percent of their drycleaning volume.

With the possible exception of mothproofing and water repellency, repairs and alterations give the highest dollar volume for the lowest investment in floor space, supplies, equipment and power cost. This service provides a strong talking point in advertising when the cleaner wants a change of copy. It helps pay the sales costs and overhead for routes and stores.

The biggest stumbling block is the labor supply. "Can't hire a good seamstress," is the invariable alibi of the man with a weak repair department. Yet a seamstress is certainly no harder to train than a spotter, and the needle and thread are more familiar to female employees than a spotting gun and general formula!

The real difficulty, we believe, is twofold. First, the majority of drycleaning plant owners today are comparative novices, with no memory of a tradition of tailoring and alterations. Therefore, they have no urge to train seamstresses or have them trained. In fact, they don't know the business.

But most of these newcomers didn't know much

if anything about spotting, either. Yet they did get spotters, hired or trained, because they had to if they were to stay in the drycleaning business. Any of them would train an extra spotter now if that were necessary to get and hold an additional 20 percent of volume. So why not a seamstress for an additional 15 or 20 percent of volume?

The other block to hiring paid-repair girls, we believe, is the rate of pay. How many plants pay rough spotters 25 percent more than free-repair ladies, yet give paid-repair girls maybe a nickel more an hour than free-repair girls? Then they complain because all they get are button sewers or hem stichers! It takes a gal with at least the ability and IQ of a rough spotter to alter a dress.

If you train her and pay her, though, she'll more than earn her keep!

"So Professional"

The sad complaint of a drycleaner at a meeting recently has been ringing in our mind ever since. After listening to an explanation of the theory and operation of the two-bath system of cleaning, he said, "The drycleaning business is getting so professional today, it takes all my time to keep up with it—let alone produce the work!"

"So professional" is a wonderful phrase to describe the situation. Because, in spite of great advances in equipment design, detergency, supplies and methods, the industry hasn't been learning or doing anything revolutionary. It is merely that more and more individuals have been catching up, filling out or broadening their operations.

Technical advancements aren't too difficult to keep up with after a little study and application. But the growth of the little corner tradesman into an efficient small businessman, actually a professional executive, is somewhat painful.

We have said it before and we say it again! The drycleaning business is rapidly reaching the point where a plantowner has to be a well-rounded manager to make a decent living. A serious deficiency in one department can reduce him to a level of income lower than his cleaner or spotter.

Our friend knows one solution to his problem. He hopes to take the NICD management course at the earliest opportunity. But we suggest that a program of development in the meantime will help keep our friend from floundering.

He should inventory his management. Divide it into departments: production, training, sales promotion, delivery, maintenance, purchasing, cost control. Then decide what can be done to improve each department, even if by only a little bit.

Bad management is doing nothing when you can't do the perfect job—good management is doing something constructive rather than ignore a weakness.

FASTEST HANDLING METHOD CUTS COST 50%—PAYS FOR ITSELF

SAVE LABOR:

SAVE TIME:

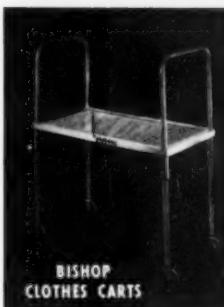
SAVE SPACE:

SAVE MONEY:

Employees do less walking, reaching, stooping... are less fatigued... produce more, faster

By eliminating wasted motions and steps, every minute is utilized for actual production.

More production per operator and per foot of floor space means lower costs and more profit!



BISHOP
CLOTHES CARTS



BISHOP
CLEANERS
SORTING
REEL



BISHOP
BAG-O-TEER

Cut handling from tumblers to spotters to finishers; save space, reduce fatigue. Each cart holds up to 150 lbs. B2-100 \$33.75

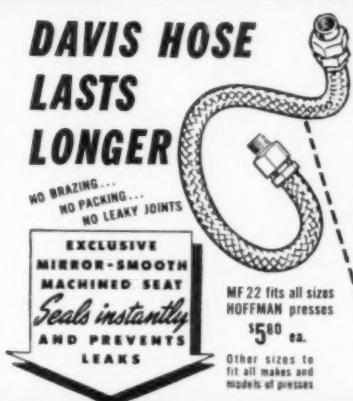
Automatic assembly, twice as fast in half space. Saves 25 miles of walking daily. Holds 350 dresses or 200 suits. B12-50 \$111.00

Combined bagger, desk and rack for 3 sizes of bags. Fast, efficient, easy bagging in 1 square yard of space. B30-1 \$84.75

G. H. BISHOP CO.
CHICAGO

Order Now FROM YOUR SUPPLIER

**DAVIS HOSE
LASTS
LONGER**



NO BRAZING...
NO PACKING...
NO LEAKY JOINTS

EXCLUSIVE
MIRROR-SMOOTH
MACHINED SEAT
Seals instantly
AND PREVENTS
LEAKS

MF 22 fits all sizes
HOFFMAN presses
\$5.00 ea.

Other sizes to fit all makes and models of presses

Makes your old press
finish like a new one
because IT LIFTS THE
HAP AS IT PRESSES!

FabriC renewing
DAVIS PRESS PLATE

Have a Davis Plate on Every
Press and another in reserve



Hoffman XC05, XCO7, Pantex 45,
New York 42, Butler 40, 42, 45 and
other 36" to 46" models.... \$14.85
Mushroom models..... \$11.00
47" to 54" models..... \$19.25

Davis® SPECIALTIES, INC., CHICAGO Order Now FROM YOUR SUPPLIER

20% More Finishing—10 Times Easier

with 50%
LESS
FATIGUE

DrycoMatic
THUMB-OPERATED
STEAM-ELECTRIC IRON



Eliminates
Foot Pedal
Fumbling

No Tiresome Reaching for Foot Pedals
Feather-touch, Effortless Operation

NO HEAT IN THE OPERATOR'S FACE
Quickly Pays for Itself Out of Savings



America's Finest
Finishing Iron

JUST PRESS
THUMB LIGHTLY
TO GET
INSTANT STEAM

DRYCOMATIC
Operated iron with cord, steam
hose, solenoid valve, Cord-A-Way
arm, pilot light and separator

MODEL 6330 3-lb iron \$82.50
MODEL 6360 6-lb. iron

**THE ONLY GUN WITH
ADJUSTABLE SPRAY**

REGULATE IT ACCORDING
TO WATER PRESSURE, TO
TYPE OF FABRIC AND THE
AMOUNT OF MOISTURE NEEDED

Dryco
E-Z SQUEEZE
WATER SPRAY GUN

- Sprays a MIST... not a stream
- Safety Shut-Off Valve
- More in use than All Others Combined



SIMPLY
REACH...
SQUEEZE...
RELEASE

MODEL F GUN
Complete with 5-ft.
hose, coupling, valve
and spring. \$10.95

Dryco® CORPORATION, CHICAGO

24

Order Now FROM YOUR SUPPLIER



SILK FINISHING in the window is popular in Columbus. Word "spot" on neon sign flashes on and off rapidly.

Nights and Saturdays Busiest in

Quick volume obtained with little advertising

by WILLIAM R. PALMER

Factors affecting drycleaners in shopping centers:

- Long or late store hours
- Use of part-time workers
- High rent, special assessments
- Rapid volume turnover
- Low advertising cost
- Space poorly adapted to layout

OPERATING A PACKAGE PLANT in a shopping center calls for several changes in technique and habit, compared to running the average plant, large or small. This is particularly evident to F. W. Grover of Columbus, Ohio. He recently opened his shopping-center package plant after many years of large-plant operation with some of the most famous drycleaners in the country.

Bill's first reaction, of course, is downright joy at the simplicity of the operation from a control point of view, as contrasted with larger drycleaning plants. He is not accustomed to a strictly cash-and-carry business (with no drivers and few old orders) where he can stick

to producing quality work and holding his customers, once they give him a try.

Trying him they are! His Miracle Cleaners opened seven weeks before our interview with a volume of \$564 the first week, and reached above \$1,200 for the seventh week. Also, it was all without any advertising, other than a "few handbills" distributed around the immediate neighborhood.

This isn't necessarily the pattern for *all* shopping-center plants. Miracle Cleaners is in the Town and Country shopping center often referred to in Columbus as the "Miracle Mile." Covering, with its parking lots, the equivalent of at least a dozen city blocks, Town and Country contains two or three of practically every type of retail establishment, from the biggest department stores and supermarkets down to barber shops and knitting-supply shops.

Customers Like Late Shopping

The biggest change is in the hours during which the plant does the bulk of its business. In this area many of the retail stores find it impractical to open their doors before noon or, at the earliest, ten o'clock. Miracle Cleaners opens at 7:30 A.M. because that's when the production crew starts, but the girls watching the counter can stick to assembly and marking except for a few minutes during the morning rush hour.

However, the store is attended until 9:00 P.M., and does its heaviest weekday business after supper. Saturday, of course, is the big day of the week, with a recent Saturday showing a volume of \$375 for that day only.

There are several reasons for the heavy traffic during the customers' "leisure" hours. In very many families today both or all the adults work and can't easily shop during the day. Young mothers who find it difficult to get baby sitters or awkward to call on neighbors can get the husband to baby-sit at home or in the car while she markets at night. Also, couples find evening shop-

ping a form of recreation, very much as people used to wander down to the railroad station at night to watch the Limited rumble through at 8:37.

Obviously much of this pattern is due to the current high rate of employment. It remains to be seen how strongly it continues during years when business is less booming. Odds are that once the marketing habits are established they will continue, for the average American today will abandon his car about as readily as an old-time cowboy took to walking.

These shopping-center customers seem to make a higher frequency of visits, both because they can be sure of parking space and because they don't feel

obliged to dress up. As a result Mr. Grover has found very few of the orders hanging over the weekend. The store call rack was set up in serpentine fashion, one continuous rail in a series of loops. This was so the orders would work their way up to the front nearest the counter. But the customers kept coming back so quickly for their clothes that the girls were working the whole call rack, anyway.

Now the rack is operated in alphabetical-numerical order. That is, the section of rack holding an order is marked by a letter of the alphabet corresponding to the first letter of the customer's last name. The position of the order under that letter is determined by the invoice number. When working numerically the girls appear to make fewer errors both in filling the racks and hunting the orders than they do when trying to figure whether "Cho—" comes before or after "Cla—."

Don't we all!

Store of Simple Design

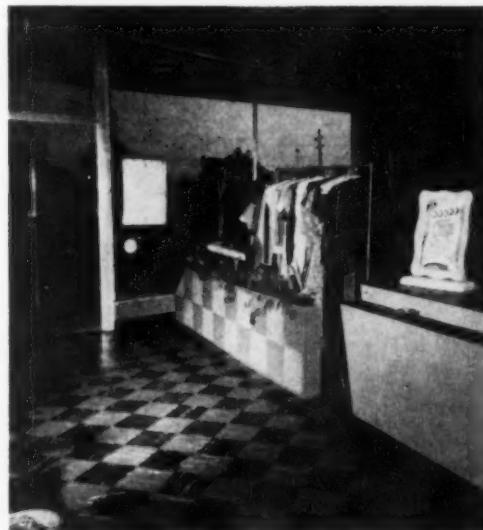
Since he is not forced into high expense for "external" sales promotion, Bill Grover could be expected to splurge on store decorations. Yet careful inspection of our cover picture will show he was able to get a very neat and inviting effect without high cost.

The grille hanging from the ceiling at the right serves as effectively as a partition to separate the working area from the store—psychologically. It is a rich yellow, contrasting with the light green walls and brown-and-green flooring. The near end of this grille sweeps left over the photographer's head, thus following the contour of the counter but 6 feet behind it. It is made of steel mesh similar in appearance to metal lath, but smooth instead of crinkled.

The counters were designed by and made to order for Mr. Grover. In sections, they can easily be rearranged for different store layout. They slope in at the front, with a recess at the bottom for customers' toes. The counters also have a shelf in front, just below the

Shopping Center

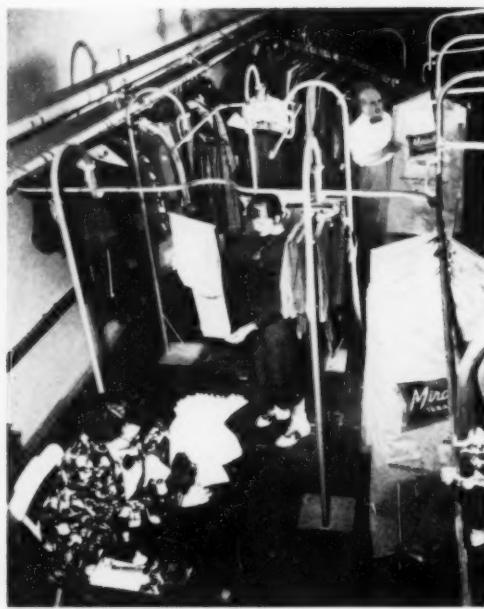
by package plant



LOW PARTITION, topped by shallow tray for plants, separates store from silk finishing unit. Note counter shelf for customers' parcels, ash-trays to protect floor



DOUBLE-DUTY SHELVES hold shirt bundles on store side. At back, pictured here, shelves file marking strip tags by lots and by numbers of pieces in orders. Note at upper left other end of grille shown from front in cover photograph.



FLEXIBLE INSPECTION AND ASSEMBLY setup permits one to three persons to work without layout change. Diagonal rack is for assembly, orders going back on rail at left to go beyond to bagger. Right rack serves call racks and counter

counter surface, where women can lay their bags and parcels. A couple of ashtrays are kept handy here.

Most of the backs of these counters are divided into compartments 18 inches square. When the rush is on the girls poke each order with its invoice into a compartment, to be processed later when there is more time. Bill has found that these compartments are actually larger than necessary for most orders. He proposes dividing the upper ones in half vertically, leaving the lower ones for bundles containing overcoats or bulky items.

Paint Subdues Equipment

All of the machinery in the plant has been repainted a uniform green harmonizing with the walls. The insulation on all the piping will also be painted this color in another few weeks. Actually, although all the finishing equipment is in the front of the plant, it is surprisingly unobtrusive, because of this similarity of color.

The plant is lit by two rows of fluorescent tubes running continuously the length of the plant. Although prepared to put in extra lamps at both the spotting board and the inspection station, Mr. Grover has found the lighting so satisfactory that this proved unnecessary.

Another feature not confined to shopping-center plants, but worthy of note, was the installation of a garage-type overhead door at the back of the plant. Besides permitting plenty of air to move through in hot weather, it ensures access for the largest piece of equipment. The boiler room, which was constructed within the main room, faces this exit. If need occurs for a larger boiler, which well it might, there will be no difficulty about skidding the old boiler out and the new one in.

High Rent, Broken Workflow

If the reader is considering a shopping-center plant, however, he shouldn't be deceived by the apparent low cost for sales promotion. This "saving" is offset by a comparatively high rental paid for space in such a shopping center, plus, in many instances, special assessments for holiday decorations and cooperative promotions designed to draw crowds to the area.

There is also a slight bulge in production costs because of a divided layout. Many plants in Columbus, as well as other cities, find that putting the silk finishing unit in the store window draws customers and also entertains them. The benefit of this is diluted somewhat by having a lot of the business come at night when the plant isn't working.

Thus the finishing is grouped in the front of the plant; the cleaning, spotting and wetcleaning in the back, and the marking, sewing, inspection, assembly and bagging in the center just off the end of the counter. This last enables as many as four girls to be working at the counter, or at these production jobs, or shifting between, as the traffic demands.

The 7:30 A.M. to 9:00 P.M. working day calls for a lot of part-time workers. Although there are 15 people on the payroll, the total hours worked equal those of about eight people. After school a bevy of high school girls move in to work between the counter and the marking-assembling area. Mr. Grover and his senior counter girl also alternate evenings at the store.

By using the part-time workers efficiently, the total payroll has been kept at a fairly satisfactory level, slightly above 50 percent of sales. This includes a reasonable productive wage for F. W. Grover, who, confidentially, is having more fun than he's had in years! # #



Sanitone Goes to Korea

**Portland, Oregon Sanitone
Licensee cleans clothes sent to
war refugees! Wins praise
from Korean Consulate!**

KOREAN CONSULATE GENERAL
SAN FRANCISCO, CALIFORNIA

December 19, 1951

Dear Mr. McClellan:

We were informed by Budelman Brothers Company, that you offered to clean by the Sanitone method all the clothing they collect for the Korean war suffering refugees.

I would like to express my deep gratitude and most sincere appreciation in behalf of my Government and over eight million Korean war refugees, the innocent victims of the Satanic International communist unprovoked war of aggression, to you and your staff for the wonderful services they are rendering.

This is really a beautiful gesture of doing good deeds for millions of homeless and clothless war refugees in Korea this cold winter. I know many lives will be saved this Christmas season through the great humanitarian efforts of you good people.

This will not only keep them warm and comfortable but it will also give them will to live, faith and courage to keep on fighting the communists to the end and to help rebuild their devastated country for the future generations to live, work and enjoy life in a peaceful atmosphere.

Our people will forever engrave in their hearts your generosity, kindness, nobility and were sympathetic shown to them at this time of unbearable tragedy in their history. It is really very difficult for us to express in words our heartfelt thanks but we will just say to you "thank you a million times."

We humbly beg you to pray for us and give us continued assistance until we can achieve our long envisioned objective "Reunification of Korea and a permanent peace."

Most cordially yours,

Young Han Choo
Young Han Choo
General General

Mr. McClellan:
Black's Drive-In Cleaners
4615 S. E. Hawthorne Boulevard
Portland, Oregon



Charles McClellan of Black Cleaners gives Sanitone major credit for reviving extremely soiled clothing, restoring the like-new look and feel!

Yes, Sanitone licensees like Charles McClellan know that Sanitone is a versatile cleaning agent that gives quality results at lower costs with a minimum of wet cleaning and hand spotting!

It's the kind of quality that wins customers, too. That's why the Sanitone program is talked about by plant owners and consumers alike. It's a complete program of quality control, engineering service and advertising designed to get and hold more business for Sanitone Dry Cleaners. To strengthen YOUR profit picture, write today!



Sanitone Dry Cleaning Service

DIVISION OF EMERY INDUSTRIES, INC.

CINCINNATI 2, OHIO



OPEN-SQUARE arrangement of three hoppers allows one girl to work at any of three. Two other markers also have three openings available to each

Hoppers Restyled, Rearranged

Change at Canadian plant saves space
and increases production efficiency

by GENE BENNETT

GREATER FLEXIBILITY and speed in handling route lots, reduction of marking-in errors and saving of valuable space were all accomplished by one production change at Maple Leaf Cleaners Ltd. The change was made in the design and positioning of marking hoppers at the Toronto plant.

Six of these marking-in bins formerly lined one side of a wall at Maple Leaf. Taking stock of the setup, Lou Ronson, general manager of the firm, saw what he considered inefficiency on several points. They were:

1. A lot could be marked in by only one girl. This restriction could prevent continuous feeding of garments into the plant for processing, possibly delaying production.

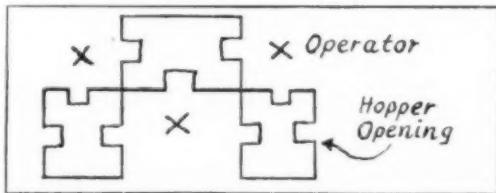
2. Different lots marked in at the same time and so moved into the plant at the same time could possibly be mixed up.

3. Continuous talking among the markers, while not a serious infraction of plant rules, could lead to errors through lack of concentration on work.

4. The lineup of the marking bins seemed to occupy an unnecessary amount of space.

With these problems in mind, Mr. Ronson went to work and came up with what he considers the solution to the problems. He designed a hopper with openings on three different sides at the base. Three of the hoppers were set up to make an open-end square, as shown in the diagram, taking the place of the railroad-line arrangement. The openings permit three markers to work on the garments in one hopper at the same time.

Now, when a truck comes in its load is placed in one hopper which can be handled by either one, two



SEPARATION OF MARKERS indicated by rough diagram

or three girls, depending on the number of garments. The girls can move from one hopper to another without taking more than two steps, since each girl is very near to one of three sides of the marking-in bins.

What has this accomplished for Maple Leaf? According to Mr. Ronson:

1. The arrangement allows for greater flexibility since the girls can work together on one route lot, or work individual lots, depending on the needs of the situation.

2. Working behind the hoppers, the girls can't see each other. This, it is believed, tends to reduce conversation, reduce chance of errors and increase production.

3. Space was saved since the hoppers were placed in a "corner" and much more room remains for additional hoppers as needs demand. This would have been difficult under the former setup.

Finally, Mr. Ronson said, he is now better able to schedule his routes since the route lots are handled consecutively, not simultaneously. # #



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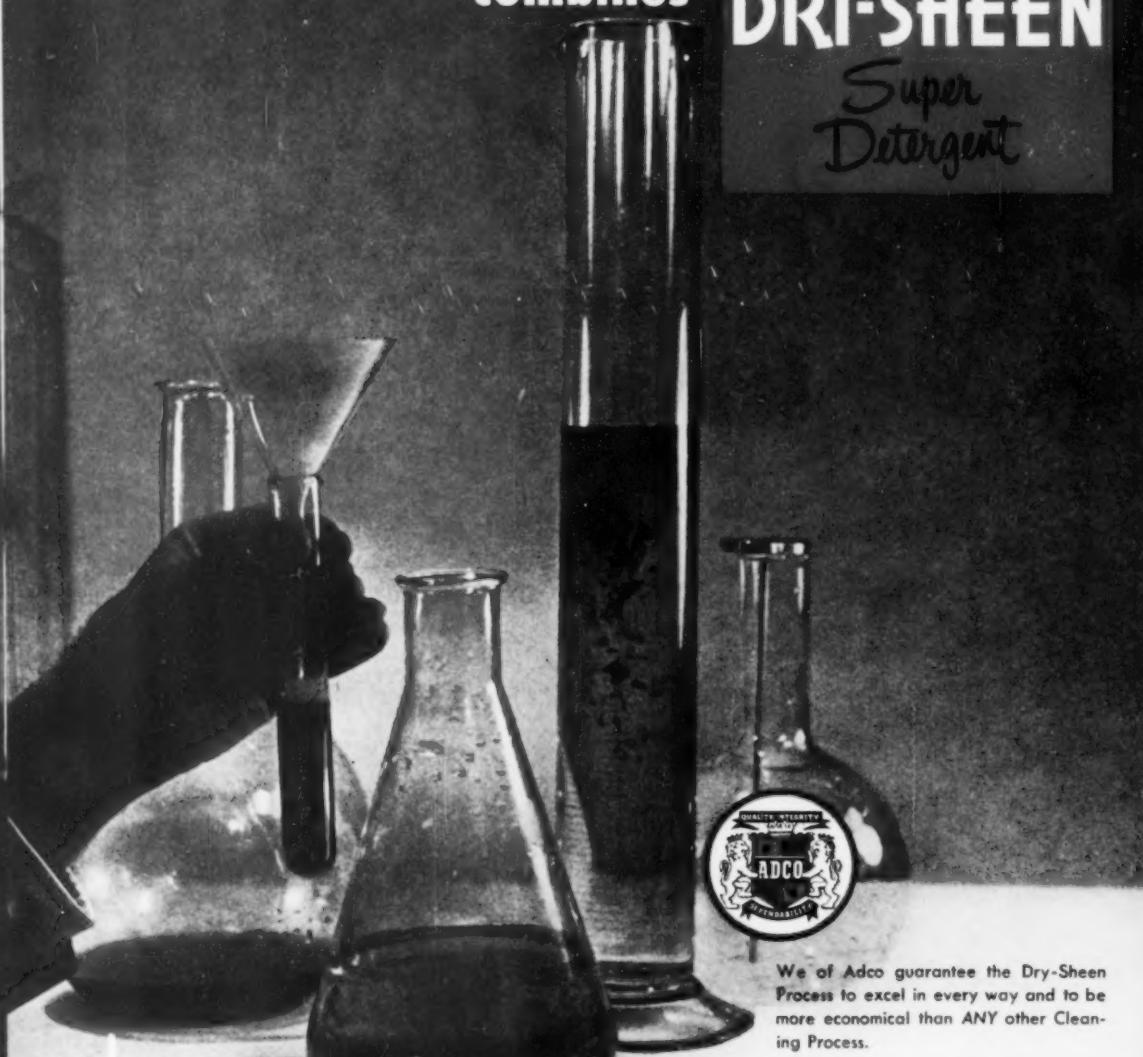
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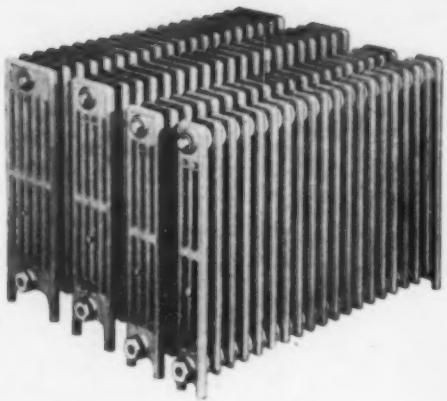


FIG. 1. Familiar radiator heats mostly by radiation

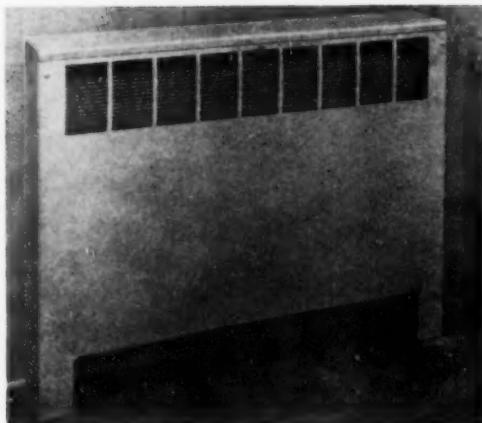


FIG. 2. Enclosed "radiator" is example of standing convector

How To Heat Your Plant

Initial cost, flexibility and efficiency
important factors in selection of system

by JOSEPH C. McCABE

TRYING TO PICK A GOOD HEATING system, the plantowner quickly finds himself tangled up with the heating engineers' terms of radiation* and convection.* Actually, almost every heating device on the market combines both radiation and convection, plus the third basic method of moving heat, conduction.* It is usual, however, to describe the device by the type of heat transfer most prominent in its operation.

Take the familiar radiator (Fig. 1) which used to be the almost universal method of heating rooms. It heats nearby air which rises and is displaced by heavier cold air surrounding it. This action is exactly what takes place under convection.

But a far greater portion of the heat transfer in the room is by radiation. In other words, the hot radiator acts exactly like the hot sun. Both send out heat rays that warm up any cold bodies in their paths. That is why the unit is called a radiator. The dividing line between radiation and convection is not precise in many cases, so you'll find the terms are often used loosely.

Of recent years heating engineers have designed devices that give up heat mostly by convection; radiation is definitely incidental. Hence, these devices (Fig. 2) bear the name convector.

Most of us have seen the use of radiator enclosures become popular. A properly fitted enclosure restricts air flow and diminishes radiation effect but improves overall heating effect because it channels the cold air through and over the warm blades or fins of the heating surface. It is a swift, chimney-like action that sends out a strong flow of hot air into the room.

Modern convectors make the most of these principles. They employ a highly efficient extended surface (Fig. 3) placed low in the enclosure to give the maximum chimney effect. The enclosures can be free-standing (Fig. 2), recessed in a wall, or concealed. Air enters at the bottom of the enclosure, thus moving the cooler air that lies at floor level in a room. This is a highly desirable action since it reduces the temperature differences between ceiling and floor. (Often such a wide temperature difference is the cause of "draft" complaints from employees in rooms where no door or window is open.)

Panel or Radiant Heating

The latest arrival in the field of space heating is panel or radiant heating, in which heating coils are embedded in the floor or walls. It approaches the idea of heating in a much different way from the older methods. What these older methods do is supply heat to very concentrated spots—radiators, convectors—and let them raise room air temperature to compensate for the heat losses from outer walls, windows, etc., in direct contact with the cold outdoors.

Panel or radiant heating, on the other hand, tries to control radiation (or heat) losses from occupants and only secondarily to raise air temperature. This heating approach reasons that the average person with a body temperature of 98.6° F feels quite comfortable in a spring day atmosphere of 70° F or so. All the time he is losing heat but the rate of loss is a comfortable one. The developers of radiant heating systems reasoned, therefore, that heating a large area of a room like a wall, ceiling or floor high enough to hold radiant heat

* See glossary at the end of this article.

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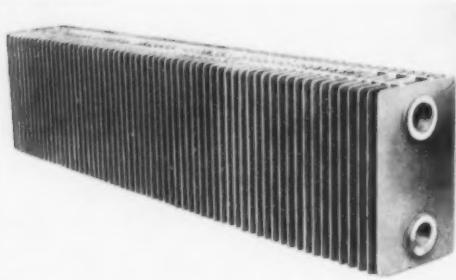


FIG. 3. Extended surface of convector gives maximum chimney action

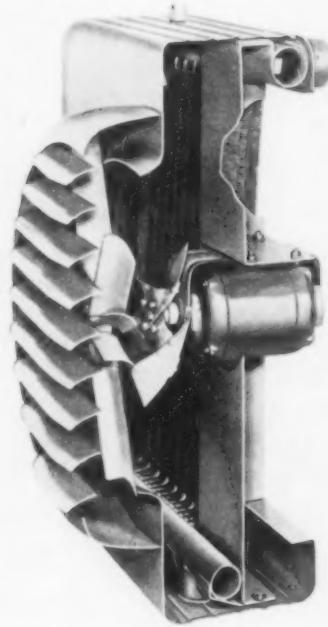


FIG. 4. Horizontal unit heater; motor-driven fan mounted in front for draw-through operation

loss from individuals to a comfort level would be far more satisfactory than overheating concentrated spots.

The experience over the years with this type of heating has been excellent. You can develop comfortable heating by radiant panels, but your building has to be designed for it. Properly designed, with the necessary building insulation, radiant heating is fine. But it means a much higher first cost and, let us repeat, proper design from the start of building construction.

Unit Heaters

For most existing buildings the arrival of the unit heater has been a godsend. Combining steam or hot water heating surfaces and a fan for positive air circulation, unit heaters (Fig. 4) have built up an enviable record. In fact, many a new plant features these heating

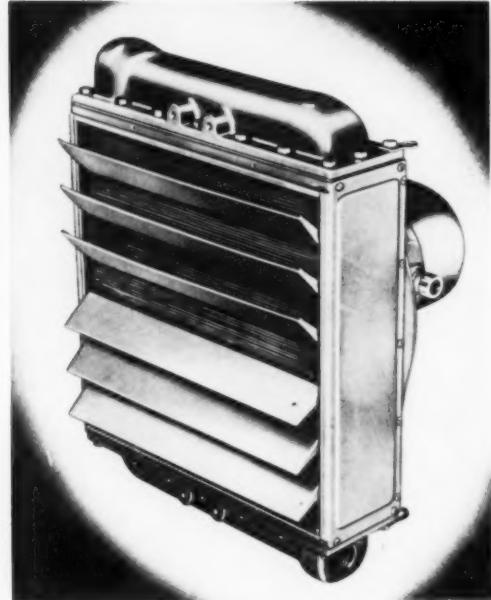


FIG. 5. Horizontal unit heater; fan mounted in back for blow-through

devices because, with a low first cost, they give a flexible installation, capable of meeting changes in plant use or heating loads.

The forced air circulation makes possible vastly higher heat-transfer rates, hence lighter, cheaper heating elements for a given job. The fan contributes positive circulation in the heated space and so reduces temperature differential between floor and ceiling. Since heat is distributed in the form of steam or hot water and through pipes in place of more expensive and space-consuming ducts for air-conditioning systems, installation flexibility is great. In addition to batteries of steam and hot-water types, there are unit heaters designed for individual firing and electric heating.

Since unit-heater output is influenced by temperature of entering air and of the heating surfaces, rating standards have been set up. Output is rated in B.t.u. per hour, based on entering air at 60°F, dry saturated steam at 2 p.s.i. (gauge), or hot water at 200°F. The heater is assumed to operate without external resistance to air flow (i.e., crossing air currents, obstacles that baffle air flow, etc.). Heating capacity for any conditions other than standard may be calculated by use of factors published in the ASHVÉ** Guide.

Outlet air velocities of unit heaters vary from 200 to 3000 f.p.m.* depending on type and distance over which air is to be projected. Both noise and drafts increase as air moves faster; this must be considered in fixing velocity. Temperature of air leaving the heater exerts a marked effect on the "throw," or distance it is projected. In general, it is desirable to circulate large volumes of low-temperature air, as this tends to reduce stratification* and give more uniform temperatures.

(Continued on page 50)

* See glossary at the end of this article.

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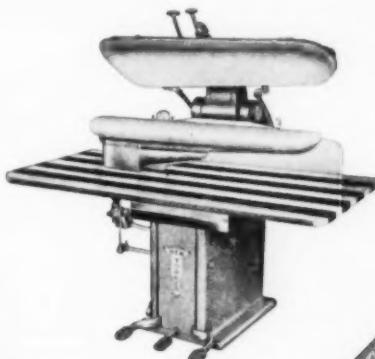
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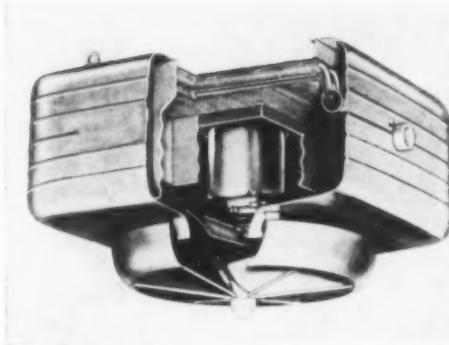


FIG. 6. Vertical unit heater may be mounted higher than horizontal

(Continued from page 48)

Propeller-Fan Units: To meet the wide range of heating application needs, a number of unit-heater types have been developed. Perhaps the most common are propeller-fan-equipped designs for suspended mounting. Horizontal units consist of an extended-surface heating coil, mounted in a steel housing with a motor-driven fan mounted behind (Fig. 5) for blow-through operation, and in front (Fig. 4) for draw-through. Louvers, diffusers* control air-stream direction.

Coil Construction: Most steam coils can serve in a hot-water system if suitably piped. But because of differences in their rate of heat transfer, heating coils for hot water have a different ratio of tube to fin surface, compared to steam coils. Thus the heating capacity of a steam coil, when used for hot water, is reduced.

Copper is used most often for heating-coil tubes. Extended surfaces may be copper, brass, or aluminum for lightness. Header construction varies. Some have tubular headers of copper, brass or bronze, with tubes brazed. Others have cast-iron headers with tubes expanded and rolled.

Vertical Unit Heaters: These differ from horizontal unit heaters in arrangement of fan and heating surfaces and to some degree in performance. In general, a higher

* See glossary.



"Ooh, Marilyn, I think a pipe makes a man so dignified!"

GLOSSARY

Engineering terms used in this article

Conduction—The transfer of heat from one end of a solid body to the other without any visible movement, like heat movement through a solid steel bar with only one end thrust in a fire. The other end heats up by conduction.

Convection—Transfer of heat from one body (radiator, furnace, pipe, etc.) to another (walls of a room, person) by movement of a heated body—such as air in the room, water in a pipe.

Diffuser—Louvers or deflectors for spreading or narrowing cone of the air stream.

f.p.m.—Means feet per minute and measures the speed with which the air is blown out of a unit heater into the space to be heated.

Infiltration air—Air leaking through windows, doors or other openings.

Radiation—Movement of heat from a hot body like the sun to a colder body like the earth without any direct connection.

Stratification—The tendency of hot air to climb to the ceiling of a room and lie there in a dead blanket or layer over the colder air below.

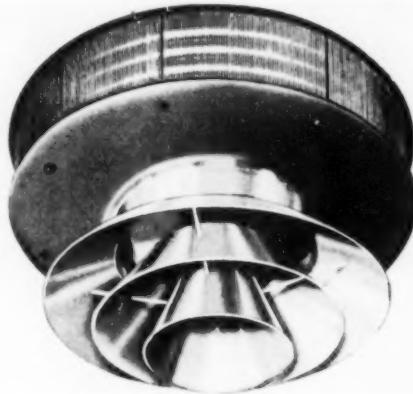


FIG. 7. Another type of vertical unit heater

outlet-air velocity characterizes vertical units. This produces greater throw. With a downward moving cone of air (Figs. 6 and 7) rather than a stream moving horizontally, the vertical heater may be mounted higher than the horizontal type. Vertical units are available in both blow-through and draw-through types.

A variety of diffuser outlets (Figs. 6 and 7) are fitted to vertical heaters to give close directional control and allow almost any mounting height. These diffusers can direct the air stream as long, narrow vertical cones to give deep penetration, as wide vertical cones, or as single or multiple air streams moving downward at any angle.

Heaters are usually located to blanket exposed surfaces with warm air, the air stream wiping the wall at an angle. If too close, heat loss is excessive; if too far away, the space near the wall is cold. Heaters should be just far enough away to let the blast of air soften to gentle movement. Then this low-velocity air mixes thoroughly with infiltration air,* heating the area near exposed surfaces effectively.

Vertical blow heaters give more or less symmetrical distribution and are usually placed so edges of areas covered touch or overlap. Downblow heaters are particularly effective in combating cold infiltration at doors or other openings. # #



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FINISHED GARMENTS about to be released for 3-second trip to first floor for assembly

Experimentation Pays Off

Careful planning assures effectiveness
of spiral chute for garments and shirts

by GENE BENNETT

IT LOOKS EASY when you watch garments zip down a spiral chute from second-floor finishing to first-floor shipping at Brent Cleaners in Pittsburgh, Pennsylvania. It would seem that the Marcus brothers, J. H. and M. A., had an easy job setting up this time, money and space saver.

Jack Marcus will tell you differently. They didn't get the answers from engineers, elaborate drawing-board creations or with the use of higher mathematics and a slide rule. Planning and more planning were carefully devoted to this chute long before a carpenter was allowed to make a dent in the second floor of the plant.

Until 1941 finished garments were carried by three men from the second-floor finishing department to the first-floor assembly, bagging and shipping department. The manpower shortage at the time demanded improvement in this setup. Brent, with 44 outlets, handles a large volume of drycleaning.

When the idea for the chute was suggested, one enthusiastic colleague wanted to start cutting up the floor like a knife-happy surgeon. But restraint was used and a series of experiments were conducted. "We didn't know," Jack Marcus explained, "how the idea would come out and we wanted to make sure."

A mock-up was constructed on the first floor. Heavy-



IT TAKES LITTLE of spotter's time to send shirt boxes via simple pulley arrangement down to first floor . . .



. . . where production manager Sam Marcus receives them at bottom of spiral chute, just a few feet from shipping department

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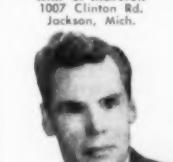
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gauge wires, to simulate slickrails, were suspended from the ceiling by ropes. The wire was shaped at various angles to get the proper slope at which the garments would slide down the chute. Smooth, unimpeded movement and speed were the goal.

After the wires were tentatively "angled," hangers, then garments were sent down the experimental chute. Only after many trials were the correct slopes determined.

At this point carpenters proceeded to cut an opening about 6 by 10 feet in the second floor. With the same materials, the experiments were repeated as a double-check at the actual location of the chute. Then the wire was replaced with 1-inch galvanized pipe, the suspension ropes with regular slickrack suspension rods. The pipe is waxed every three days to insure smooth movement of the garments down the rack.

Brent found it necessary to build protective plywood walls around the chute extending above and below the second floor. This is to prevent the garments from swinging out too far, due to centrifugal force, as they slip down the chute. The walls also serve to slacken the speed of the garments which brush against the walls in their descent.

As the garments come off the finishing line they are pushed along the slickrail to the chute where they are gently released, about 10 at a time. The garments shoot around the pipe by gravity to the first floor. There they are assembled, bagged and ready for shipment to the outlets.

Easy Trip for Shirts

Brent, which does about 7,000 shirts a week, has an additional use for the chute. The shirts, which are finished on the second floor, are transferred to the first floor in fiber boxes.

The 30-shirt boxes are moved down the chute by a simple pulley arrangement. A pulley is attached to the center rail support in the chute and a rope long enough to reach the first floor is hooked to the pulley. The hook is easily attached to a strap wrapped round the box, which is then lowered to the first floor.

Instead of using much of the time of three men, it now takes but a short time each day for one man to keep the garments and shirts moving from the second floor to the first floor. And, as Jack Marcus put it, "the job wasn't too difficult; it was a matter of imagination, work, and most important of all, experimentation." # #

Truck Rental vs. Ownership

THE TRUCK RENTAL PLAN, somewhat surprisingly, is liked by drivers much better than handling plant-owned trucks. That was one of the results revealed by an experiment of Chet Davenport of Davenport Cleaners, Sioux City, Iowa. The drivers reported that they had extra time at the end of the afternoon to work on their route accounts and customer-control records, instead of having to see that their trucks were ready for the next day.

About a year ago Mr. Davenport decided to try the truck rental service, with the idea of replacing all five of his trucks if the rental plan proved satisfactory. To give the service a fair trial, he started with two rental trucks, keeping three of his own. Routes were arranged so that the two rental trucks and two of the plant-owned trucks had runs with approximately the same number of stops and covered similar territory.

The rental company paid the Davenport company an agreed price for the trucks which were replaced. The new rental trucks were painted to correspond with the plant-owned trucks and they had the same type bodies. The rental company installed all the extra equipment such as rails and a carrier for the customer-control file.

Mr. Davenport agreed to pay \$20 per week for the use of each rental truck, plus 6 cents per mile. If at the end of one year he desired to buy the trucks from the rental company at the new purchase price, the \$20 weekly would apply on the purchase price.

The rental charge of \$20 per week per unit and 6 cents per mile includes all insurance with complete coverage except workman's compensation; all maintenance and upkeep, including painting; all gas, oil, lubrication and necessary replacement parts; storage; a steam cleaning, washing and polishing each week, and more often if required by weather conditions.

Exclusive of maintenance cost, here is what Davenport Cleaners get for their \$20 per week and 6 cents per mile paid to the rental company, based on what they

are paying for their three plant-owned trucks, and broken down as a monthly cost figure:

Garage rental	\$10
Interest	12
Painting, including signs	8
Insurance (complete coverage, \$25 & \$50,000)	14
Washing and polishing	6
Total	<u>\$50</u>

"With the rental trucks," Mr. Davenport says, "our total truck cost, not including the driver's salary, ran just a fraction under 15 cents per mile. With our own three trucks, covering the same period, it cost us just a fraction over 15 cents a mile. We carry our own insurance on our trucks and during this period we had a very bad accident which I am not taking into consideration in establishing the monthly cost figures."

From the supervisory angle, Mr. Davenport's experience so far with rental trucks has been very satisfactory. With the plant-owned trucks it was a constant job to keep pounding the drivers to see that their trucks were serviced and properly cared for. Now this all is handled by the rental company.

If a truck is out of commission for any reason the rental company immediately furnishes a substitute truck. If there are any failures on the route, a call to the rental-company garage immediately brings a replacement unit and a trained repairman.

There is a definite stall in a bonded garage for each rental truck. It is the rental company's responsibility to see that the truck is in this stall when it is not being used on plant business on the routes.

"As far as I can see," Mr. Davenport says, "there are no bad angles. The cost is the same or less. We do not know the truck maintenance business and using rentals is one way of allowing us to spend our time doing what we do know and understand." # #

THE EXTRACTOR RINSE*

permits the use of the Two-Bath
Method while awaiting installations
of Combination Washer-Extractors

*Patent pending

by Paul Warren

THE March 1952 issue of NATIONAL CLEANER & DYER carried a 6-page treatise released by STREET's which explained how cleaners equipped with combination washer-extractors could use 43 times as much soap with no increase in cost.

The treatise described the savings effected by the use of a two-bath method employing a 3% concentration of FORMULA 886 followed by a separate rinse in pure solvent, with extracting between the soap bath and the rinse bath for the dual purpose of salvaging the soap and preventing excessive contamination of rinse solvent. Without the extraction of the super soap solution prior to the volatile rinse the soap cost would be prohibitive and the cost of reclamation of rinse solvent unnecessarily high.

If practiced in conventional petroleum equipment the two-bath method requires 3 transfers of fabrics prior to drying: From soap washer to extractor,

then to rinse washer, and then back to extractor. Few plants have sufficient equipment to tie up washers for rinsing only, and few have sufficient labor to handle the fabrics during 3 transfers. Obviously, the combination washer-extractor is made to order for the two-bath method because it eliminates the need for added equipment or added labor.

STREET's treatise in the March 1952 NATIONAL caught the imagination of the trade at large. Many plant owners hastened to order combination washer-extractor equipment. Machinery manufacturers cooperated by changing the design of their washer-extractors so as to avoid interchange of super soap solution and volatile rinse. Manufacturers of washer-extractor equipment also cooperated by developing conversion units for equipment already installed. The whole industry became two-bath conscious. It was the

See next page

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chief topic of discussion at the A.I.L. Convention at Atlantic City. Cleaners attending spotting clinics diverted the discussions from spotting to two-bath cleaning. Soap manufacturers who had been the severest critics of strong soap cleaning, decided to give up the opposition and follow STREET's crusade.

Increasing demand for Combination Washer-Extractor

The proven practicability of the two-bath method with its near elimination of wet-cleaning, as practiced with 3 to 6% 886 in combination washer-extractors, has been so convincing as to lead many respected authorities to predict that it is only a matter of time until all dry cleaning plants are equipped with combination washer-extractors, automatically operated.

The momentum started by STREET's 6-page article in the March 1952 NATIONAL has now reached such proportions that the vast majority of plant owners operating conventional petroleum equipment are giving serious consideration to the purchase of combination washer-extractors. They know that the advantages of the two-bath method are too great to be ignored.

Extractor Rinse provides practical interim relief

Among the many petroleum plant owners now eagerly looking forward to the installation of combination washer-extractors, there are a few who must postpone their purchases.

A few are about to erect new plants.

A few are planning additions to old plants.

A few are already burdened with heavy obligations for capital investments.

A few have made recent purchases of conventional petroleum equipment on which the write-off to date for depreciation is too small for consideration of replacement.

For the reasons outlined there are those cleaners who do not feel justified in ordering combination washer-extractors until their new plants are erected; or until the additions to old plants are completed; or until obligations for loans are reduced; or until there is reasonable depreciation on recently installed equipment.

During the interim period these plant owners may enjoy the benefits from the two-bath method while utilizing their separate washers and extractors, and

without any additional handling of fabrics. The single transfer from washer to extractor, as practiced in conventional petroleum cleaning, is all that is required.

This short-cut is made possible by a technique developed by STREET's at considerable expense for extensive research.

After being cleaned in a super soap solution comprising 3 to 6% FORMULA 886 with judicious additions of moisture to those classifications requiring added moisture, the fabrics are transferred as usual to the extractor. The piping is arranged to divert the extracted soap solution to a tank reserved for the activated solvent so that the solution may be used repeatedly. Then, instead of transferring the fabrics to a washer reserved for rinsing, the fabrics are left in the extractor, and without reduction of speed, volatile solvent is pumped into the extractor through sprays which are scientifically designed to distribute the rinse solvent evenly throughout the load, thus diluting the activated solvent left in the fabrics after the preceding extraction. During this operation the drain is diverted to a different tank reserved only for rinse solvent. Following the extractor rinse the fabrics are left in the extractor for the conventional extracting period prior to drying.

The extractor rinse process, on which a patent is pending, provides all the advantages of the two-bath method *without reserving an extra washer for the rinse; without increasing the handling of fabrics; and without replacement of conventional equipment.*

Obviously, the extractor rinse process still requires one transfer of fabrics, and that transfer is made while the fabrics are saturated with solvent. One of the most convincing arguments for the combination washer-extractor is that it attracts the employment of a higher type of cleaning-room worker who would object to the handling of fabrics saturated with solvent not previously extracted.

Costly research required for development of Extractor Rinse

From the first experiments in introducing solvent into the extractor in a variety of ways and with varying equipment, on through a lengthy development period culminating in a scientifically arranged cluster of jet sprays recessed in a casting for protection of fabrics and designed to thoroughly saturate the entire load in the minimum time and with the minimum amount of solvent, STREET's authorized liberal expenditures for

engineering and materials to thoroughly explore the possibilities of this project.

Reaching the present stage of development required considerably more work than one might anticipate. Among the many items for consideration were the following:

1. Volume of rinse solvent permitted without overloading extractor motor.
2. Distribution of rinse solvent so as to avoid unbalancing of extractor.
3. Speed and time of extracting to provide maximum recovery of super soap solution without wrinkling.
4. Speed and time of extracting to provide maximum recovery of rinse solvent without incurring excessive total time.
5. Methods for draining to avoid accumulation of rinse solvent in extractor.
6. Selection of spray nozzles (*round, flat or conical*).
7. Number of spray nozzles (*few of large size, or many of small size*).
8. Positioning of spray nozzles for uniform saturation of fabrics with rinse solvent.
9. Flow rate and pressure through spray nozzles to insure thorough saturation of fabrics with rinse solvent, and yet without sufficient force to damage fabrics.
10. Arrangement of pump, piping and valves to prevent interchange which would result in costly dilution of super soap solution or unnecessary contamination of rinse solvent.
11. Automatic controls.

40 field technicians available for consultation

This release is in no sense intended to influence any plant owners in discarding plans for installation of combination washer-extractors.

It is the current consensus that eventually all plants will be equipped with automatic equipment requiring no transference of fabrics, thus providing the most labor-saving and solvent-saving concept of the two-bath method.

However, if you are among the few earlier named in this article who, for justifiable reasons, feel that they cannot invest in combination equipment at this time, one of STREET's 40 field technicians will be happy to

discuss with you the possibilities of the extractor rinse.

In developing this process, and the mechanical features which make it practical, STREET's have performed a valuable service to a segment of the dry cleaning industry which could not otherwise enjoy the near elimination of wet cleaning made possible by a 3 to 6% super soap solution of FORMULA 886 in the two-bath method.

Interested parties are *cautioned* against the pitfalls which result from unperfected methods used in the installation of the extractor rinse. Hastily made installations by engineers who have not had the opportunity for thorough study of the 11 important considerations earlier itemized in this article can lead to grief. Instead of taking chances, take full advantage of STREET's extensive research in developing the extractor rinse. Address your inquiries to R. R. STREET & CO. INC., 561 W. Monroe St., Chicago 6, Ill.

Patent pending

To protect their investment in research in developing the extractor rinse, and to protect their customers from haphazard installations made by those with lesser experience in this highly specialized field, R. R. Street & Co. Inc. have filed applications in the United States Patent Office.

These patent applications pertain to the introduction of any organic solvent to a dry cleaning extractor for the purpose of diluting the dry cleaning detergent and soluble impurities which remain in fabrics having been previously cleaned in a dry cleaning washer. The extractor thereby serves not only as a means of removing excess soap solution and excess rinse solvent, but also as a receptacle for the fabrics during the rinsing operation. This eliminates the two steps otherwise required for transferring the fabrics to a separate rinse washer and then back to the extractor.

25 YEARS AGO...

DEC. 1927

CITY ORDINANCES IMPOSING LICENSES ON
NON RESIDENT MASTER CLEANERS, RULED
UNCONSTITUTIONAL BY U.S. DISTRICT COURT.



NATIONAL 'CHILDREN'S GARMENT CLEANING WEEK' IS SET FOR DEC. 26-31
BY N.A.D.C. PRESIDENT HEINZE.

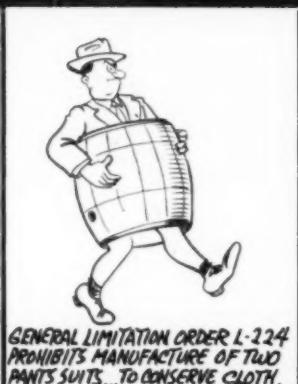


10 YEARS AGO....

DEC. 1942



CLEANERS IN TROUBLE WITH WATER-
REPELLENTS... FINALLY ADMIT ERROR
IN CLAIMING IT A "WATER PROOFING"



GENERAL LIMITATION ORDER L-224
PROHIBITS MANUFACTURE OF TWO
PANTS SUITS... TO CONSERVE CLOTH.

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Manual for Training Silk Finishers

Part X: Reshaping Wetcleanes

by LAURA HERRMANN PORTERFIELD

THE RESHAPING of wetcleaned garments is one of the most important operations in the silk finishing department, and should be stressed to the new operator.

Most plants today reshape all wetcleaned garments to a certain extent by the use of steam-air driers. This is a great help to the finishers, since steaming the garment while wet removes most of the wrinkles.

However, while the proportion of wetcleanes has been greatly cut down, we will always have some with us, and very often these are the garments that lose customers. There is nothing so dissatisfying to a customer as getting back an out-of-shape garment. She knows at once that the cleaner has "washed" it.

Also, frequently a customer just wants a garment shrunk, or stretched in one spot where she has gained weight. The new pupil must learn how to do this special type of reshaping after she has learned—well—how to do the general run of dresses.

Every drycleaning plant, no matter how small, should have a *good* drier, equipped with steam and air. A small amount of time spent putting the garment on the drier will save a great deal of time in the finishing department.

A. Instructions to Trainers

If your wetcleaner is bringing you garments in a very shrunk and wrinkled condition for reshaping, suggest that he place the garment on his drier and *steam it while wet*, and *then* dry it, and you will find it will take but half the time to finish.

Discuss with your pupil, first, how the garment has been handled and why it must be reshaped. Also, if you measure certain garments, be sure to explain to her why you measure some of them and not others. Of course, you must also show her how to measure these garments so she can check and be sure she is doing the shaping correctly.

It will help a great deal if the pupil knows something about materials, and so already knows what you are talking about when you explain about the thread of the material. When you show her how you stretch a garment, let her put her hands on it in front of yours, lightly, to feel the tension you put on the various materials. It is a good idea to start her on the sturdier materials, like wools, cotton or rayon gabardines, taffetas and the firmly woven fabrics.

Explain to the beginner that if she gets the garment all wrinkled while she is reshaping it, it will be harder for her to finish it. Or, if she is only going to do the reshaping, explain how the other girls who do the finishing depend on her to do a good job.

Be sure the student understands about the use of the side of the left thumb at the top of the sleeve to stretch it in both length and width. Don't ever let her grab hold of any part of the garment, such as the middle of a sleeve or panel, so that she gets a strained area like those we often see on the upper part of sleeves.

It is very important, too, to teach the student to give the same amount of tension on both sides of a collar, as well as the openings down the front of a dress

or blouse. Teach her right away to check the two sides of every garment that has buttons and buttonholes. There is nothing so aggravating as to have the button-hole side an inch or so longer than the other, making bubbles between buttons when the garment is closed.

On all garments, the side zipper closing is a good guide to the amount of stretching necessary to bring the garment back to its correct measurements. Therefore, the zipper should be closed while stretching both the bodice and the skirt.

On all shirts and blouses, as well as open-down-the-front dresses, be sure to show your pupil how to turn the facing up, if necessary, to be sure it is straightened out. If she stretches the garment with the facing all wrinkled up, it will be very difficult for the finisher to do a good job on the facings.

We have suggested several different ways of holding the hemline to give it the necessary hold to stretch the rest of the skirt. Since most garments are now dried on a drier and partly reshaped for us, we do not have to apply nearly as much tension as we did years ago. Therefore, we have found that it is no longer necessary to use a pad on the hem, except in extreme cases.

If the garments are reshaped on a regular press the garment would be on the opposite end from that shown in the pictures and the other hand would have to be used to hold the hemline.

Be sure that the operator does not stand too far over the machine when she is holding the hemline and stretching, also that she does not use a lot of steam, so that she will not get the steam in her face.

Explain to the pupil that by holding her two hands at an angle and stretching with the sides of her thumbs she will not have to stretch first the length and then the width (see Fig. 4).

Many operators just steam and stretch and continue around the garment, never bothering to dry the garment out. It is very important that each lay be dried as it is stretched or it can easily go back a half inch or more.

Show the operator how to use the water spray gun to shrink a garment, or how to wet out the entire garment and have it tumbled in the cleaning department to be sure it is shrunk evenly, if that is what the customer wants. If a good reshaping and finishing job is done the customer will never know that her garment has been wetcleaned.

B. Instructions to Trainees

Job Breakdown:

I. Reshaping sleeves—sleever machine or puff iron

IMPORTANT STEPS

KEY POINTS

1. Place left sleeve on sleever.
 - a. Put on through neck and armhole.
 - b. Have garment resting on table.
 - c. Place underarm seam on top of sleever.

(Continued on page 62)

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**LARGER
COMBUSTION
CHAMBER...**

plus 9 other big features...your

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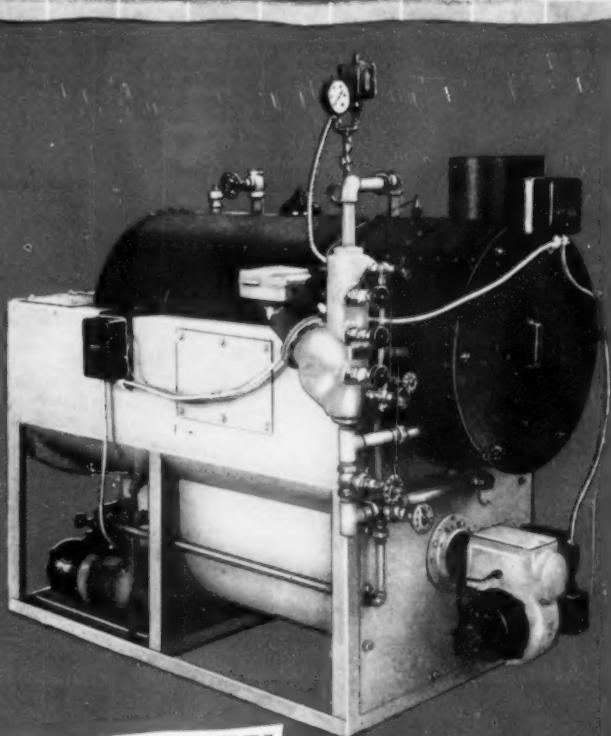
doesn't cost...IT PAYS!

Yes, it pays by delivering more DRY steam per dollar invested, more DRY steam per dollar spent for fuel . . . and it also pays out in additional savings by keeping maintenance costs at a low, low level. Scan the ten important features listed below . . . then clip and fill out the coupon. Learn more about how a COLUMBIA HRT* BOILER will cut operating costs in your plant.

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*Horizontal return tubular type



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Without obligation, please send me information on how I may reduce operating costs in my plant by switching to a new Columbia HRT* Oil or Gas Fired boiler.

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Address _____

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Manufacturers of Steel Power & Heating Boilers

COLUMBIA
BOILER COMPANY

OFFICES AND FACTORY: POTTSVILLE, PA.



FIG. 1. Left hand holds garment at back; right holds it taut at front



FIG. 2. Side of thumb used to stretch front opening

(Continued from page 60)

2. Reshape sleeve.

- Place fingers of right hand on inside of cuff (see Part I, March 1952, Figs. 1a, 1b, 1c).
- Apply slight tension with fingers of right hand and left hand at top of sleeve as in picture. Apply steam.
- Be sure tension is applied to straight of material.

3. Rotate garment.

- Keep material of garment parallel to length of sleeve until entire sleeve has been stretched.

4. Remove sleeve from sleeve.

- Return to top of sleeve on machine before removing.
- Slide back of dress across sleeve until right armhole is reached.

5. Stretch right sleeve same as left.

6. Stretch cuff.

- Pull bottom end of sleeve up on small end of sleeve. Steam.

Job Breakdown:

II. Reshaping bodice—mushroom machine or puffer

The general procedure of placing the garments on the machine and making the various lays on the bodice of a garment, whether open or closed, is the same as that described for finishing of collars and dress tops on puff irons in Part III of this series (May 1952, page 44).

IMPORTANT STEPS

1. On all garments first stretch the collar and any ties at the neckline.

KEY POINTS

- Place half of collar on the buck of the machine; hold the edge with hand pad with left hand, stretch with right.
- Turn collar and stretch other half.
- Same process on ties.

2. Place garment on machine, starting at upper left back shoulder.

- Place through bottom of skirt.
- Stretch by holding with left hand at back of machine and grasping garment at front to hold taut (see Fig. 1).

3. Open-down-the-front garments—start at left side.

- Use curve of machine into shoulder of garment.
- Use side of thumb to stretch front opening (see Fig. 2).

PRECAUTIONS:

- Be sure to keep an even stretch on entire garment.
- Be sure that front or all corresponding sides of openings are even.
- Be sure zippers are smooth when closed.
- Be sure to hold garment tightly until you have vacuumed it thoroughly.

Job Breakdown:

III. Reshaping skirts—press, steam board or offset press

Note: The regular trowel of the steam board may be used for reshaping the skirts, or you may have a special one made for this process.

(Continued on page 64)



FIG. 3. Right hand holds hem tightly



FIG. 4. Left hand grasps top of skirt at angle for stretching

Remove fugitive dye stains



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with...

YellowGo

The all-purpose liquid safety stripper

For Stain Removal that's
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When colors run, bleed or print off—on white or colored fabrics—turn to YellowGo. This safe controllable stripper removes stains of RED, GREEN, PURPLE, BLUE, BROWN, BLACK, YELLOW and all other reducible dyes. Works on cotton, wool, linen, silk and synthetic fabrics without affecting tensile strength. Gives off no unpleasant odor—won't whiten off-whites—will lift one color from another. Highly concentrated, YellowGo makes the safest, most effective stripping bath you ever used for less than 5¢ a gallon!

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A. L. WILSON CHEMICAL CO.,
Kearny, N. J.



(Continued from page 62)

IMPORTANT STEPS

1. Place garment on machine.
2. If opening down front, stretch two sides at same time.
3. If no pad is used, grasp hem with right hand.
4. Stretch in length and width.
5. Proceed around entire skirt.
6. Vacuum after each stretching operation before releasing garment.

Note: You may also use the flat side of a wooden hanger in the same manner as the pad, but hold on to the hanger at the edge of the machine.

KEY POINTS

- a. Start at opening so you know where to finish.
- b. Have side opening closed.
- a. Use pad in left hand to hold hem.
- a. Reach under machine and grasp hem, bring to front edge and hold hem from top and bottom tightly with right hand (see Fig. 3).
- a. Hold hem tight with right hand.
b. Steam.
c. Grasp top of skirt tight with left hand at a slight angle and stretch (see Fig. 4).
d. Do not drop hand and garment over edge of machine.
- a. If using pad, after stretching length, leave pad on garment but remove hands and stretch width by grasping skirt at hem and hipline, using sides of thumbs and pulling against each other. (This is done only if the width needs extra stretching.)



Fig. 5. Bias-cut skirt stretched with thread of material

If the skirt is cut on the bias, stretch with the thread of the material (see Fig. 5).

Be sure to use the sides of the thumbs to do the stretching rather than the ends of the fingers. # #

The Spotters' Spotting Machine

CONCENTRATED VACUUM for Chemical Spotting

Deluxe Model 10-D Silk Spotting Machine with Short Type-A Scrapped Nose and Unscrapped Vacuum. **NOTE:** The GLISTER Spotting Arm has been replaced by the Type-B Arm. The Type-B Arm is longer, stronger and more suitable for overall vacuuming.

Screened Nose length 7 1/4 inches (5 1/2 inches at nose, tapering to 6 3/4 inches). Concentrated 3 inch spot vacuum circle under the screen. Large tampon area 32 3/4 inches long.

Nose with screen to prevent damage without singeing. The screen is held firmly in position to interfere with spreading.

FEATURES: Model GD

1. Adjustable height spotting and tamper-proof top, steam or air vacuum.
2. Narrower steam spotting nose.
3. Top quickly removed for cleaning by undoing screw beneath pan.
4. Vacuum arm with extra-powerful concentrated steam or air vacuum.
5. Hot air drying attachment.
6. Simplified Simples steam spotting arm and valves.
7. Longer life valves with stainless steel removable seat easier to service.
8. New tubular-type separator with extra capacity for interchangeable moisture supply.
9. New round-shape garment basket, adjustable height.
10. Handy chemical tray.
11. Choice of three top types.
12. Ventilated plastic-handle steam gun always handy.
13. Vacuum separating chamber prevents harmful chemicals from being carried into vacuum system.

Price only \$302.00 FOB, K.C. Mo. Specify central air vacuum system or with built-in steam vacuum.

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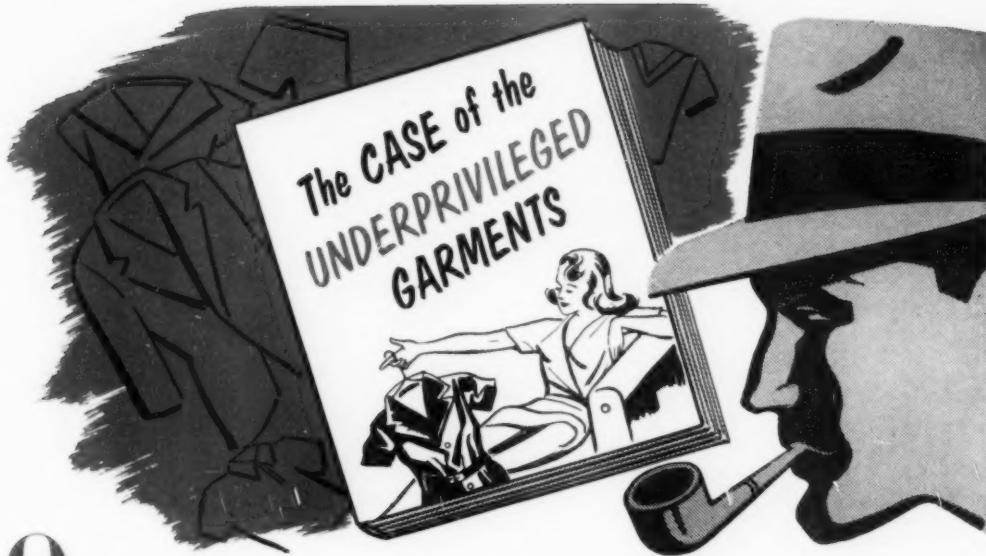
5204 Truman Road

Kansas City 1, Mo.



Concentrated pulling power makes this gun a perfect control. It can be used for dry spots, with dry solvent or water in a misty without sizing rings or spreading.





ONE of the short-comings in dry-cleaning practice, prior to the introduction of **NATIONAL CHARGE SOAP**, was the comparative lack of attention which the "Heavies" had gotten. It was common practice even among the more conscientious opera-

tors to merely introduce a certain amount of moisture stock solution to each load and assume that this was sufficient for quality cleaning. As a consequence, over 75% of the plant volume consisted of these "underprivileged garments."

NATIONAL CHARGE SOAP

With the introduction of **NATIONAL CHARGE SOAP**, a new standard of quality is available to the cleaner. **NATIONAL CHARGE SOAP** imparts constant and powerful soil removal ability to the *entire* solvent in the system. This has not only raised the quality of work produced on silks and gabardines, but has

done wonders to the "Heavies." No longer are woolens "off color"—no longer are pockets dingy. Heavies dry-cleaned with **NATIONAL CHARGE SOAP** now sparkle with a clarity never before possible. And all this—with but little additional cost to the cleaner.

NATIONAL CHARGE SOAP OFFERS ALL THESE ADVANTAGES

- **SIMPLE CLEANING PROCEDURE**—N.C.S. offers a very simple method of maintaining a uniformly charged solvent.
- **INCREASES SOLVENT CONDUCTIVITY 500 TIMES**—This remarkably high conductivity eliminates soil redeposition and graying.
- **SIMPLE, ACCURATE TEST KIT**—N.C.S. TEST KIT enables operator to accurately determine concentration of charge in a few seconds.

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Garden Clubs Are Gold Mines

Talks and calendars tailored
to special group win patrons
for de luxe cleaning service

by GENE BENNETT

GOLD HAS BEEN DISCOVERED in garden clubs by Spitzer, The Cleaner, Inc., of Richmond, Virginia. The firm, headed by Thomas W. Ogden, Jr., struck it rich while trying to sell its Blue Ribbon service, "designed for originals and other fine garments."

Through a program of talks and distribution of attractive calendars made to impress garden club members, Spitzer is reaping rewards, according to production manager Bob Carter.

Since the program was started three years ago, Spitzer executives have spoken to an average of 2,000 women annually. These garden club members, as Mr. Ogden realized, usually are women of comfortable means who are most likely to be interested in the Blue Ribbon service.

Floral Beauty

as created by its garden clubs is an integral part of Richmond's pattern of gracious living. Spitzer proudly presents this floral calendar, created by William and Carolyn Leith, with a sincere desire to aid you in your efforts.

To contribute to the finer things of our city's life has been Spitzer's aim for fifty-two years. This policy of our firm has caused us to pioneer in many methods and services which, today, are accepted by the entire cleaning industry.

Outstanding in these methods is our "Blue Ribbon" service designed for originals and other fine garments. This department has reconditioned valuable imported laces, embroidered banquet cloths, tapestries and antique museum pieces. If you have not experienced the satisfaction of receiving an item reconditioned by our "Blue Ribbon" service, we cordially invite you to use these facilities.

We trust that you will feel free to offer any suggestions that may be helpful in improving our efforts to obtain finer and more complete services. In the meantime we trust that you will enjoy using the diagrams on the back of each page of the calendar.

Sincerely Yours,

Thomas W. Ogden, Jr.
Spitzer, The Cleaner, Inc.

INTRODUCTORY LEAFLET attached to calendar carries personal signature of Spitzer's president, Thomas W. Ogden, Jr., past president of the Virginia Association of Launderers and Cleaners.



Earl Leith

April 1952

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

ONE OF TWELVE full-color illustrations of calendar distributed at garden club talks

Each year the firm's top executives speak before about 50 garden clubs in Richmond. Spitzer first gets approval of the Virginia Council of Garden Clubs, then arrangements are made with the individual clubs six months in advance of the speaking date. Efforts are made to speak at meetings which attract the largest attendance, and these usually take place in April.

In concise, informative talks, the company's officers offer advice on care and purchase of garments, fabrics and household items, and incidentally discuss the merits of Blue Ribbon service.

Spitzer uses what might be called a subtle form of flattery in winning the loyalty of the clubwomen. At each meeting they are given a calendar which contains color photographs of attractive floral arrangements, one for each month. The reverse of each page has a diagram of the arrangement and instructions for its creation.

Indirectly, this artistic calendar suggests that Spitzer also has good taste and therefore is capable of rendering good service. The idea is further carried out with a leaflet attached to the front of the calendar, which introduces the calendar and refers to the Blue Ribbon service. # #

*Why
Take*



Potluck?

You wouldn't take potluck when investing your money in stocks, a home or a car. Then why do it when buying a drycleaning machine? There are many machines available but careful investigation will prove only Detrex gives you so many built-in competitive advantages! Consider the following —

DETREX GIVES YOU BIGGER PROFITS! By dividing the cycle, the Detrex Process gives you a load of clean, sparkling bright clothes every fifteen minutes . . . and that can't be beaten for production return on your investment. Further, the miser-like Synth-O-Saver provides you the means of obtaining lowest cost-per-pound of cleaning . . . without tying up your drycleaning equipment. This keeps your costs at rock bottom and your profit from every garment at the highest peak in the industry.

DETREX MEANS QUICKER TURNOVER! Because of the Detrex fifteen-minute cycle, same-day—even faster—cleaning service as a regular service is completely practical. This means quicker turnover of your garments . . . quicker return on your investment. In addition, this fast service, along with good quality, has been proven to be the biggest single business-builder in the drycleaning

business. We'll show you several cases right in your own locality.

A CLEANING METHOD TO EXACTLY MEET YOUR NEEDS! With the Detrex Process you can select the method of cleaning best suited to your customers' needs . . . you can even change it to suit the season. The Detrex straight solvent cycle is recognized for the finest quality in the industry. But if you prefer, you can add soap load-by-load, run on the charge system for mild soap solution, or use the two-bath system for super-strong soap solution.

Add to these benefits, flexibility of installation, famous Detrex super-strong construction and many other advantages and you have a picture which is sure to spell SUCCESS in the drycleaning business. For the complete facts drop a note or post card, or fill out the coupon on the back. **DETREX CORPORATION**, Box 501, Detroit 32, Michigan, Dept. D-5



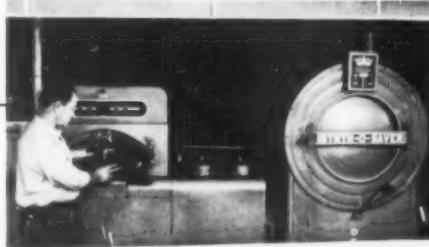
DETREX

The Process that Shaped the Industry

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New

NEW ROCHELLE NEWS



SHOP: Pelham Cleaners & Dyers.
ADDRESS: 420 Pelham Road, New Rochelle, N. Y.
LOCATION: In shopping center in the outskirts of New Rochelle consisting of 7 stores.
PROPRIETOR: Jack Watner.
EQUIPMENT: Monarch and Synth-O-Saver.
WHY BOUGHT: Had worked with synthetic machines before. Found Detrex to be best.
TYPE OF OPERATION: One hour service. More than 10% of customers ask for this. Delivery and pick-up service.
PROMOTIONS: Circularizes neighborhood — features slogans, "The Spark of Life Treatment" and "The Best Spot to Remove Spots." Launder shirts and repairs shoes.
INSTALLED: January 25, 1952.
TURNOVER: Business volume has increased by 60% in first ten months of operation.
BACKGROUND: 27 years in business with wholesalers and retailers.
QUOTATIONS: "Drycleaning is built on service, and service means *quality* as well as *speed*. We feature both. If a customer does not mention how soon he needs a garment, we remind him he can have it back in an hour."
 "From my wide and long experience in the drycleaning industry, it is my opinion that synthetic cleaning is the best cleaning, and that Detrex manufactures the best synthetic machines from the standpoint of quality, production and economy."

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 Detroit 32, Michigan

Please rush to me, without obligation, complete details on the Detrex Process.

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CITY

ZONE STATE

Synthia Says:



In addition to being neat and alert, your counter-employee should know the drycleaning business. The time you spend in training counter salesmen in the drycleaning business will pay for itself many times over. I can assure you of that from seeing the results in many, many cases.

When a customer brings in a garment to be cleaned, your counter salesmen should look it over carefully right then and there . . . before the customer's eyes. Check for missing buttons, check for buttons that have to be removed before cleaning and explain why, examine spots and explain what risk is involved if the spot looks troublesome, and so on. Such intelligent approach to a job to be done can only result in impressing the customer with the business-like and thorough manner in which you operate. Further, it builds confidence in his mind as to your interest and knowledge of how his garments are going to be processed for their best care.

If you feature fast service, have your counter-employee point it out to your customers as do Pelham Cleaners described at the left. In many cases the customer won't require same-day service, but don't miss the chance to point out your extra service anyway.

Another important advantage in such an approach to incoming garments is that it removes possible cause for arguments and complaints at the time of delivery. If the customer is pleasantly and intelligently informed of these things beforehand, he will know what to expect and won't be dissatisfied if things do not turn out perfectly. If, on the other hand, you do manage to remedy the condition drawn to his attention, he will think that much more of you for your ingenuity and skill.

To be a good salesman in any business requires intimate knowledge of the article you are selling. Let's make sure your salesmen have that knowledge . . . if you do, you'll see the results in terms of worthwhile customer satisfaction.

QUESTIONS and ANSWERS

Loss of Pattern

This dark blue dress has lost the "crinkle" on the left side of the waist. Can you tell us what caused this condition?—*M.C.L., Connecticut*

Tests show that the fabric in this garment is made of acetate and regenerated-rayon yarns. The design was produced by passing the fabric between hot rollers under pressure. This results in a moire effect.

This type of printing is quite satisfactory on fabrics that are made up entirely of fusible fibers such as acetate. On such fibers the heat is sufficient to partially fuse the fibers, thereby making the design permanent. However, if any other type of fiber is present that does not fuse in this fashion, then the design is no more permanent than the crease in a pair of wool trousers. Thus, as soon as any moisture contacts the fabric either through a spotting operation or by accidentally spilling something wet on the garment, the design is lost.

Obviously, fabrics of this type cannot be considered serviceable because moisture is necessary in spotting operations to remove stains that are only water-soluble. Also, as soon as the customer gets the garment wet from any source a loss of design occurs. Unfortunately, the customer is seldom made aware of this risk when the garment is purchased.

Holes in Velvet Dress

Please analyze this dress for the source of damage.—*U.C.D., Louisiana*

The damage that has occurred to this garment is typical of what is termed a U-weave velvet. This type of velvet is susceptible to holes or "bald spots" developing in areas where friction is the greatest and in double thicknesses where such friction would be greater.

The damage in this garment has occurred around the pockets, under the arms, etc. The rubbing action encountered during wear is sufficient to loosen these pile yarns because they are only over the warp yarn. In cases of W-weave velvets there is a definite hooking of the pile yarn around one of the warp yarns which makes it more resistant to being pulled or rubbed out of the fabric.

The fact that this damage is confined to the areas encountering great friction in wear is in itself proof of the source. It would be impossible for the drycleaning process to single out only certain areas to be affected when it is a process of immersion.

Stains on Vest and Tie

The customer says the stains on this vest and tie are from salad dressing. We have not touched the tie, but have cleaned the vest and tried spotting it with everything, with no success. Can you tell us how these stains should be treated?—*G.C., Nebraska*

Under ultraviolet light it appears that these stains are in the nature of a dye rather than a salad dressing. Of course, there is always the possibility that there was a vegetable dye present in the salad dressing. In any event, it would appear to us that what remains is a dye rather than any oily substance.

So far as the tie is concerned, I do not believe there is any hope of removing the stain without a loss of color. Considering the spotting agents you have already used on the wool vest, I doubt if any success is going to be had on that, either.

You might prespot the stains on the vest with an oily-type paint remover and reclean the garment. After cleaning, try using one of the wet-dry-type paint removers in conjunction with the steam gun. If no success is obtained, as a last resort a neutral lubricant plus ammonia can be tried, giving due regard to any loss of color that might occur. Beyond this point I do not believe that anything can be done with any degree of safety to overcome this stain.

Loss of Flock-Printed Pattern

I am enclosing a sample of fabric from a dress which was cleaned the regular way. In some places the fuzzy print came out completely. Is this my fault or that of the material?—*A.K., Canada*

The sample is a typical "flock printed" fabric. Flock printing causes considerable difficulty to the drycleaner. The most common failing is a loss of flocking after drycleaning which becomes more pronounced each time the garment is cleaned.

Friction during wear is also a prime factor in the loss of design. This is usually characterized by the fact that the loss of flocking is usually greatest in such areas as under the arms, the elbows, seat, etc.

Another failing of this type of printing becomes noticeable on light-colored fabrics. In this case, the glue which is used in the design, and to which fine fibers are blown to form the pattern, becomes yellow when it is exposed to the heat necessary in finishing. Sometimes this glue softens up enough during cleaning to allow soil in the washer to adhere to it before the soil can be cleared through the filters.

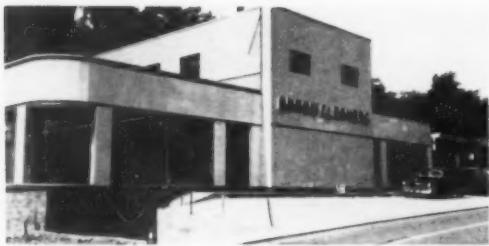
It can readily be seen, therefore, that the difficulty encountered with this fabric is not due to the cleaning process but to the method of printing employed.

Suit in Two Different Colors

What caused this suit to change color? The jacket and skirt are now two different colors.—*E.C., Ohio*

The difference in color of the skirt from the jacket may be due to the skirt being run in a separate load from the jacket. In this load there evidently was some moisture present as well as red garment that bled dye in the solvent. Under such circumstances the dampness of the skirt would absorb the red dyestuff that had bled in the solvent and thus cause this offshade of pink.

There is a possibility that this discoloration might be cleared by soaking the skirt in a bath of water to which has been added one of the wetting agents plus some ammonia. It will depend to a large extent on how fast the foreign dye has been established on the fibers. After such a period of soaking, which might take as long as three to four hours, the garment should be soured with an acetic bath, extracted, and blown dry.



NEW DRIVE IN that replaced old plant. Center block has storage vault on first floor, rug cleaning on second; extension at right is cleaning room, fur cleaning and repair department; shirt finishing in counter area at left. Note entrance to basement garage, lower left



SHIRT UNIT at left end of counter is open to view of customers

Expansion Has Its Problems

Cleaner finds new plant, new services bring headaches—but more volume, too

by JOHN J. MARTIN

A TYPICAL GROWTH PATTERN in the drycleaning industry is demonstrated by the recently completed expansion of Arrow Cleaners in West View, Pennsylvania, a suburb of Pittsburgh.

Many successful plants are considering one or a number of ways to add to their business. Some are taking a look at shirt service. Others are considering rug cleaning or fur storage. Some plants are thinking of drive-in service.

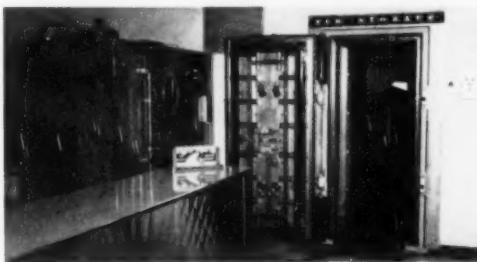
Well, Arrow has them all. Owner Frank R. Guiden and his son Robert took a look at their small, hard-to-work-in plant, and decided they wanted some improvements. Today Arrow is a big new drive-in plant, offering shirt service, rug cleaning and fur storage in addition to regular drycleaning of garments. It is, in fact, a textile-maintenance supermarket.

But constructing an attractive building and offering sideline services were not enough, the Guidens discovered. They had to put more than a little old-fashioned sweat into making the new setup click.

It looked easy in the beginning. Cash-and-carry customers never brought in more than \$100 a week to the old plant, but after four months they were coming through the door of the new plant, on exactly the same site, with \$700 a week. Drive-in seemed to be a gold mine. Arrow found, however, that \$700 a week over the counter just wasn't enough to carry the new plant.

A check revealed that certain customers had quit because Arrow had dropped all pickup and delivery. Two trucks had to be put back in operation to bring in the needed volume. Arrow had wanted to get completely away from costly route operation, but experience proved that it just couldn't be done.

In like manner, the Guidens found that there was still a segment of the trading area that needed even more convenience than the well-located highway drive-in offered. Consequently, Arrow now operates two downtown drop stores.



STORAGE VAULT with impressive door, fumigation equipment at left of door, are constant sales promoters

While the drive-in has gone over very well, it can be seen that Arrow has had to make a few concessions to the original idea of 100-percent cash-and-carry. It took a little time to ferret out the answers, but today the Arrow operators feel they have hit upon the right combination for their local area. The greatest amount of business is done where they want to do it, but to get that extra they had to go to the customer.

That's the story of the business in general, but how are the individual sideline services going over? Without exception, Mr. Guiden feels that all are worthwhile.

Shirt laundering volume is now 15 percent of Arrow's gross business. The plant gets 20 cents per shirt over the counter, 23 cents on the route. At present, shirt volume has climbed over the 1000-per-week mark.

With a late June start, the 5000-coat-capacity fur vault was over half full. Expectations are for a jam-packed vault in the coming season. A full-time furrier is employed, and complete fur servicing is offered, including repair and remodeling.

Rug cleaning, while not a big-volume item, brings a profit on every rug cleaned. And Arrow has taken in as many rugs at the drive-in plant as have come in from the routes.

Given the chance to do it all over again, Mr. Guiden says he would end up with exactly the same plant and service setup. But he might use different means to reach his goal. He cautions drycleaners to try to make changes in plant in as few stages as possible. His own bright new plant was two years in the making, and he wishes he had done it all at once. He states also that the local market dictates the services and method of offering them that will click. His market accepted part of his plan while demanding certain changes.

Expand, by all means, says the experienced Mr. Guiden, but first make a careful check of the needs and wants of your own area. Then go ahead just as quickly as possible. # #

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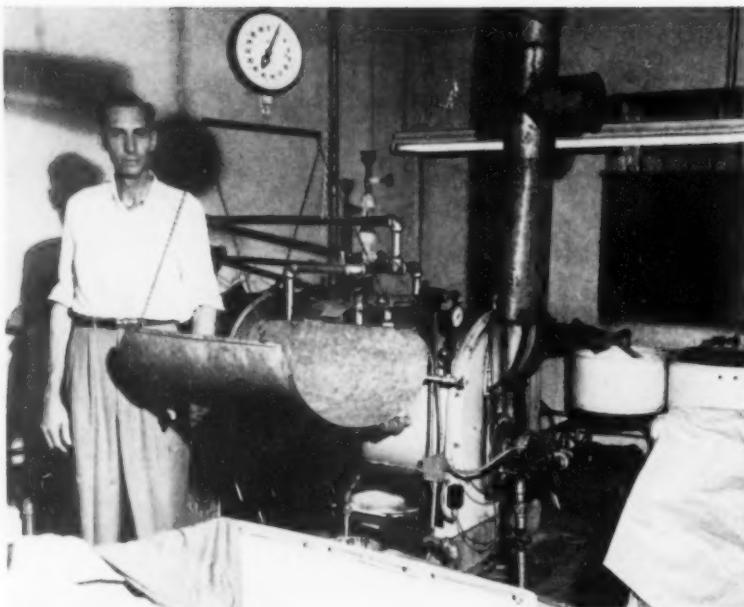
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A. B. HENDRON built a successful drycleaning business by following the rules

Why a Newcomer Succeeds

Management ability makes up for lack of industry experience

by LOU BELLEW

A BRAND-NEW PLANT indicates nine times out of ten that an oldtime cleaner has finally decided to build and operate his "dream plant." A successful exception is a neat little new plant in a recently completed shopping center in Rockford, Illinois.

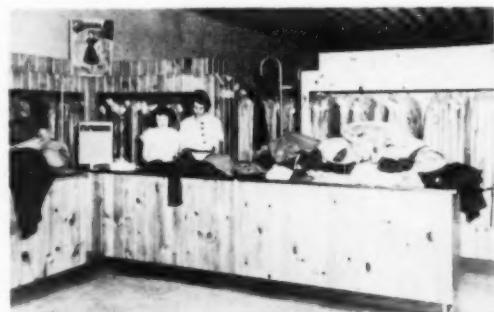
Until two years ago A. B. Hendron knew nothing of the cleaning industry. But today his Highland Cleaners is doing a nice profitable business, thanks to his training in a thoroughly unrelated field—the manufacture of molded-rubber products.

As in many small businesses, Mr. Hendron found his job as manager demanded a great deal of attention to a number of details which in a large organization would normally be delegated to subordinates. For one thing, good personnel relations were of utmost importance to profitable operation in such a competitive field. Good maintenance was a must in order to avoid costly shutdowns of equipment. A thorough knowledge of sales was no less important, since in many cases full responsibility for a completed sale rested entirely on his shoulders. All this resulted in the accumulation of a great deal of knowledge in various fields which would have been unobtainable on most jobs.

The bad feature was that Mr. Hendron was spending a constantly increasing amount of time away from home. In his travels he devoted considerable spare time to sizing up various businesses he might get into with

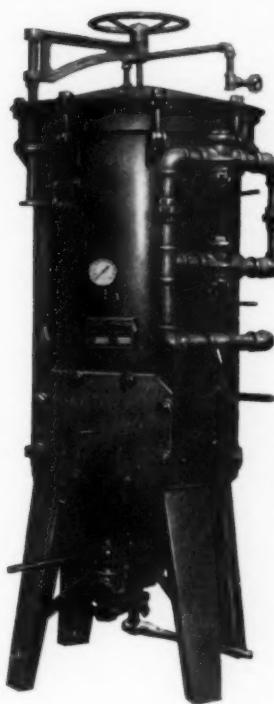
the aim of cutting out the travel factor. Drycleaning seemed most logical for him.

Space was available in Rockford's latest shopping center, drawing trade from a radius of a mile and a half in which, thanks to recent housing projects, there were some 5,000 potential customers. Negotiations were begun for the rental of the space before the building



SATURDAY-AFTERNOON RUSH of incoming work while customers shop in adjoining supermarket. Note recessed garment racks suggesting second wall of knotty pine

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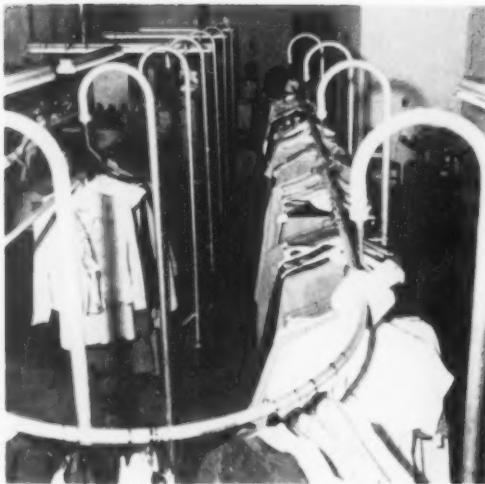
Please send me your FREE FOLDER on the New OLSON filter. I understand there is no obligation.

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Address _____

City _____ State _____

By _____



CONVENTIONAL LAYOUT of small synthetic plant. Cleaning machine, wetcleaning equipment in extreme rear. U-shaped slickrail is supported by goosenecked floor standards with metal bases; bolting to floor found unnecessary to support garment weight. Restrooms right rear, repair department to right of slickrail in foreground

was completed. Through the cooperation of the builder, all electrical outlets, plumbing and such, were placed according to the needs of a cleaning plant operation.

The call office is particularly eyecatching since it features knotty pine in both the counter and garment racks. A slightly higher knotty-pine wall behind the recessed garment racks is suggested by a foot-high addition of the same wood, sitting on top and about six inches back from the front edge of the garment racks. The "showroom" for the product offered.

The rest of the long room is taken up by the working area. This features a U-shaped speedrail in the center, with finishing equipment along one wall, repair facilities along the other wall, and a small synthetic cleaning unit, tiny boiler and wetcleaning department near the back door. A large exhaust fan in the big window on the back wall brings in fresh air from the office door back through the length of the plant.

When the plant was opened, a formal "opening for business" ad was run in the local paper. Since then no

further newspaper advertising has been done. For one thing, it is felt the big neon sign on the building front focuses attention on the plant far better than occasional "shotgun blasts" of newspaper advertising on a city-wide basis.

With prices of \$1.25 on suits and dresses, volume amounted to \$300 a week in three weeks. After two years, weekly volume stands between \$700 and \$750 based on a regular 2-day service, with much emphasis on quality. While there are many calls for the special 3-hour service, for which there is an extra charge of 25 cents, it is not in danger of reaching the point where it will disrupt normal workflow in the plant. Seemingly the customers only ask for quick service in actual cases of emergency, and the amount of these orders varies very little. Patrons for the most part are white-collar workers and are proving good customers for this, the only exclusively cash-and-carry plant in the area.

Preventive maintenance is a must at Highland, with a regular weekly procedure the rule. According to Mr. Hendron his past experience in the manufacturing industry stood him in good stead since he had become well acquainted with wiring problems, steam fitting, proper use of unit heaters, ventilation problems and a myriad of other daily headaches.

There is a direct tie-in, Mr. Hendron feels, between applied sales psychology and good personnel relations. First of all, the cleanliness of the plant is of utmost importance, both in the front office and in the rest of the plant, which makes it not only inviting to the customer but a good place for the employee to work. A mistake indicates the employee's training was neglected —no question as to who was mostly at fault. As a result of this management attitude there is a friendly atmosphere about the whole plant which is apparent at once to the customer.

This friendly atmosphere apparently is making an excellent impression and creating confidence in Highland Cleaners, since customer turnover is remarkably low. It also is reflected in a good payroll percentage as the volume of \$700 plus is being turned out by five and a half persons, including the boss.

This plant is of particular interest since it refutes the common belief that technical knowledge is all-important in the successful operation of a business as complex as drycleaning. Yet here is an operator starting with a complete lack of such knowledge, and finding it no hindrance in making a success of his venture. Perhaps, from this point on, his profits will increase in direct proportion to the amount of technical knowledge he acquires. # #



AMPLE DRIVE-IN facilities between front of plant and street itself, with large parking lot beyond food market at left. View shows only part of shopping center which services most needs except perhaps drygoods and furniture

Two-bath method brings near elimination of wet cleaning

COMBINATION WASHER-EXTRACTORS

PROVIDE FOR BOTH 43 TIMES AS MUCH
SOAP AND FOR SEPARATE RINSE
AT NO ADDITIONAL COST

THE BENEFITS of the two-bath method of dry cleaning are obvious. It is simply a question of using much more soap, followed by an infinitely purer rinse.

The 3% solution of FORMULA 886 introduces 43 times more active ingredient to the washer-filter assembly than is introduced by the best filter soap in the old fresh-soap-to-each-batch method; and at least 4 times as much as introduced by the very best "charged system" with no separate rinse.

The active ingredient in a 3% solution of 886 is comparable to that of a concentrated soaking bath. Fabrics cleaned in it are virtually prespotted right in the washer.

But even the most liberal cleaning-room budget could not afford the use of 43 times as much soap, or the maintenance of such pure rinse solvent, if the fabrics were not extracted between soaping and rinsing. This extra step is necessary to the practical application of the two-bath method. After cleaning on filter circulation in the 3% solution of 886, the strong soap solution is extracted from the fabrics and salvaged for continuous use.

In thus providing for such a large recovery of strong soap solution, the soap cost per hundred pounds of fabrics is actually less than when only a fraction as much soap is used in the one-bath method. Of equal importance is the fact that the extraction between soaping and rinsing prevents excessive contamination of the rinse solvent, and the added purity of the solvent from which the fabrics are removed for drying contributes immensely to the success of the two-bath method.

THE COMBINATION WASHER-EXTRACTOR is a boon to the two-bath method because of its labor saving features. Three transfers of fabrics are required when using conventional petroleum equipment: (1) from strong soap washer to extractor; (2) then to rinse washer; (3) and then back to extractor. The combination washer-extractor reduces this handling from three transfers to none when the soaping and rinsing are conducted in the same machine, or to one transfer when the use of one combination machine is restricted to soaping and a second combination machine reserved for rinsing.

After having purchased new equipment, or after having converted old equipment for the practical adaptation of the two-bath method, protect your investment in time and money by resisting all temptation to use any soap or cleaning-aid other than FORMULA 886. Filter soaps and "concentrates" do not possess the degree of solubility or stability so necessary for maintaining the required concentration of active ingredient in the strong soap washer-filter assembly.

Other cleaning-aids more recently marketed in an attempt to emulate 886 fail to provide equal moisture control, and fail to impart as much conductivity to the solvent, both of which are so necessary for the unprecedented pass-ups and whiteness retention enjoyed with 886.

For detailed information on the two-bath method write for free copy of article titled "THE COMBINATION WASHER-EXTRACTOR." R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6.

PRIMER PAGE

BASIC DRYCLEANING FOR NEW EMPLOYEES

Rayon—the Cleaner's Problem Child

by C. B. ANTONSON

OF ALL THE MAN-MADE FIBERS rayon, formerly referred to as regenerated rayon, has probably caused the drycleaner and his customer the most grief. New variations of this fiber, the first of the synthetics, are constantly being introduced, and rayon is still a major source of problems in the drycleaning plant.

Probably every drycleaner is aware that rayon dry-cleans very poorly. This fact is also true of cotton, but since cotton is usually washable it does not present a cleaning problem. In contrast, when rayon is washed shrinkage is an ever-present danger and fraying of raw edges generally occurs. Also, rayon is very weak when it is wet, therefore care must be exercised in any wet operation. Cotton, on the other hand, remains strong when it is wet and presents almost no problem in any wetcleaning procedure.

Early in its career rayon, because it was smooth and soft, was used almost exclusively for ladies' underclothing. As more and more rayon was produced and a greater market sought, many new ways of using it in fabrics were developed. But the softness of the fiber now became a liability and some means had to be devised to make it adaptable to other types of garments.

The logical outcome was to develop some method of treatment to give greater body and a better hand to the fabric. The extreme of this development was regenerated rayon taffeta. Garments made of this fabric have probably been cussed and discussed by every drycleaner up and down the land.

Water-Soluble Sizings

When regenerated rayon taffetas first hit the drycleaner he was bombarded with problems. The water-soluble sizing was, of course, affected by wet spotting agents that had previously been considered safe. Their use meant a loss of sizing. It was also found that the moisture used in prespotting was sufficient to cause a disturbance of the sizing. Even steam under low pressure was sufficiently wet to affect the sizing.

When this sizing was lost to any degree a sort of chain reaction started up. A distortion and spreading of weave took place because there was not sufficient sizing to hold the yarn in place; the body of the fabric was lost, returning it to its original limp condition; usually the veststuf bled and, of course, shrinkage was the natural result.

These problems arise in all price brackets of garments. Some years ago I received as a problem case a gown made by an exclusive designer, priced at \$300, according to the claim. While the workmanship and design may have justified the high figure I couldn't help but compare the garment with a beautifully furnished home of cardboard. The first rain had reduced it to a total loss.

On another occasion a young government worker brought me her "good" dress. It had a large water-sol-

uble stain and her drycleaner had refused to handle it. I, too, had to send her away disappointed because I could not remove a stain that would have been considered a simple job on another fabric. It was another instance of a rayon garment "loaded" with a water-soluble sizing.

Last week a friend brought me her "good" dress in hopes that I could remove the stains from under the arms. Again the same problem. Perspiration had removed a water-soluble sizing to such a degree that the affected areas had returned to their natural limpness, an unsightly ring had been caused, and the dress was ruined.

How To Recognize Water-Soluble Sizings

In recent months research in drycleaning procedures has developed detergents and has adjusted procedures to help do a better job on such fibers as rayon. But the spotter and wetcleaner must still be constantly on the alert for rayons that contain water-soluble sizings.

The clue will be an unnatural stiffness of the fabric. When it is suspected that the garment is of this type a sample of the material should be burned to determine if the fiber is rayon. If the fibers burn like a string and leave almost no ash, and the fabric has a heavy stiffness, it is generally inadvisable to use any wet procedures on it. If you do, you can very likely chalk up another loaded rayon that the drycleaner bought.

Effect of Resins

Resins and sizings have recently been made permanent to water and to drycleaning solvents. But these sizings are causing serious problems for the spotter. Feathering out has become almost an impossibility on such garments. Also, in some cases certain stains seem to combine with these resins and then become impossible to remove. This appears to be the case with heavy albumin stains. Many a spotter has used up a lot of time, patience and digester in a vain attempt to remove such stains on resin-treated fabric.

The Drycleaner's Approach

There is no intention to discourage new developments in fabrics, which should rather be appreciated and encouraged. Hardly a month goes by without the announcement of a new "miracle" fiber, and many of them have worth-while characteristics. At the same time, the drycleaning industry engages in constant research in an endeavor to develop more efficient cleaning procedures. But it would seem that converters might give more consideration to the ability of a fiber to clean satisfactorily before it is made up into garments.

So long as there are unserviceable fabrics on the market, the drycleaner must of necessity inform his customer what he can or cannot do in cleaning her garment. In this respect rayon in its many "loaded" variations must stand at the bottom of the list. # #

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SPOTTERS

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Removes Ink Stains

CAL-STRIP

A Fabric Color Stripper

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Neutral Lubricant for Steam Spotting

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DRY-CAL SIZE

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For Immersion or Spray Gun Use

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Solvent-Soluble Weather Proofer

LEATHER SPRAY DREST

Spray finish for Suedes & Leather

PRODUCTS DREST

Paste-Type Leather Finish

LEGAL DECISIONS

by A. H. STREET

Sales of Goodwill

The owner of a cleaning business sold it, together with the "goodwill, etc." Did that debar him from setting up a competing business, so long as he did not solicit his old customers or attempt to deceive the public into believing that his new business was the old one?

No, declared the Louisiana Supreme Court in the case of *Davis v. Dees*, 211 La. 229, 29 So. 2d 774.

In this case the buyer of the business tried to prove that it was *orally* agreed, at the time of the sale, that the seller would not set up a competing business. But the court ruled that if there was an understanding to that effect it should have been made part of the written contract under which the business and its goodwill were sold.

The transfer of the "goodwill, etc., possibly prevented the seller from soliciting old customers, but it did not prevent him from accepting any who came to him voluntarily. The court said "possibly" because it did not find it necessary to follow the lead of most courts, which rule that a sale of goodwill does debar *solicitation* of old customers. In this case there was no proof of such solicitation.

Advantages of Prompt Delivery

Can a cleaner be held liable for garment theft, loss or damage for which he is not otherwise responsible except that it would not have occurred if they had been delivered at a certain promised time?

Yes, the courts say, if there was a *definite promise* to deliver by a specified date. No, if there was no definite promise but a mere *expression of opinion* as to when delivery could be made.

We start with the proposition that a cleaner is not legally liable for loss or damage that is not due to his neglect, wrongful act or breach of contract. But, on the customer proving that articles were delivered to the cleaner in good condition, it is up to the cleaner to show that loss or damage was not due to his fault or breach of contract. (*Livaudais v. Lee Shee Tung*, 197 La. 844, 2 So. 2d 232.)

The question of whether there was a definite agreement or a mere expression of opinion is one of *fact* to be decided by a judge or jury if the customer testifies one way and the cleaner the other. That's where the cleaner may lose out, even though the facts are actually on his side. Obviously, it is a simple matter for an unprincipled customer to swear that delivery was promised by a certain date, contrary to the fact.

In the case of *Carll v. Goldberg*, 110 N. Y. Supp. 318, it seems to have been conceded that a tailor agreed to return an overcoat cleaned and repaired by 6 P.M. of the second day. This was not done and that night the garment was stolen, without his fault. The Appellate Term of the New York Supreme Court decided that the tailor was liable. The court said: "Defendant, in failing to deliver the coat at the time specified, ran the risk of something happening to it, and must bear the consequences."

But there are several appellate-court decisions in cases where customers have failed to prove an *agreement* for return of garments by a specified date, the

INVITATION TO THE READER

In this department of *TIDE NATIONAL CLEANER & DYER* Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

evidence indicating not more than an *opinion* that the work could be returned within that time. For example, in the case of *Shablow v. Bloomfield*, 175 N. Y. Supp. 865, it was decided that, where a driver told the customer that the rugs he was picking up would be returned within eight or nine days, the statement must be regarded as a mere expression of opinion. So, the cleaner was not liable for loss of the rugs by fire not due to his fault occurring after nine days. See, also, *Grant v. Miller*, 159 N. Y. Supp. 829; and *Neilson v. Phillips*, 199 Pac. 481, decided by the Colorado Supreme Court.

However, it is to be remembered that it costs money to defend lawsuits, without assurance of winning them, and involves bad publicity. The best way to steer clear of claims and suits is to use utmost reasonable care to guard against unnecessary delays in delivery as well as against losses of or injuries to garments.

Liability for Riot Damage

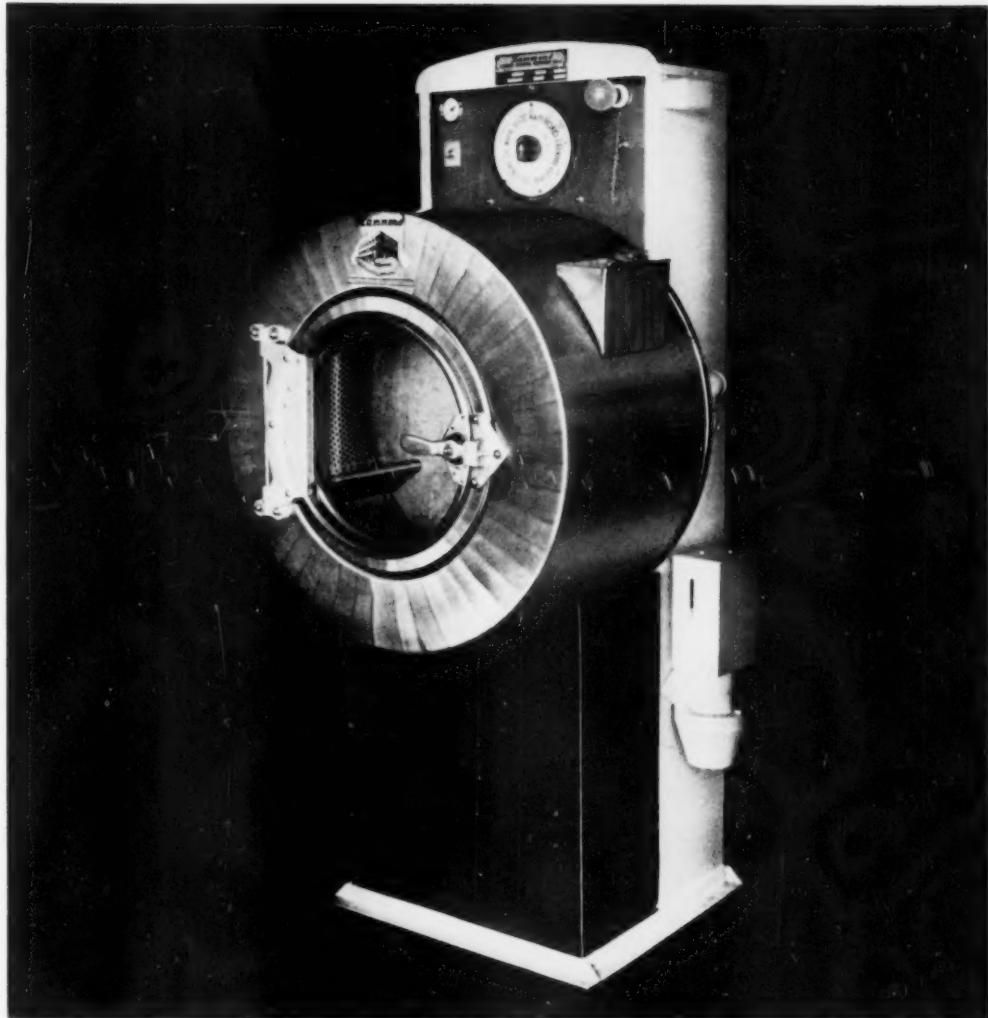
Does a statute, making a county liable for property destroyed by a mob or in a riot, entitle a cleaner to collect damages covering the value of garments belonging to his patrons?

Yes, according to a decision by the Pennsylvania Superior Court (*Burgis v. County of Philadelphia*, 82 Atl. 2d 561, July 10, 1951). The case involved a laundry service owner, but clearly the same rules of law would apply to cleaners.

There is no liability, however, unless there is a statute so worded as to create liability in each particular case. The court said that the plaintiff was covered by a statute making Philadelphia County liable to persons *owning or interested in* property destroyed by a mob.

The decision is in line with what practically all courts have ruled—that a custodian of personal property belonging to patrons has a special sort of "ownership" which it is his right, if not duty, to assert against any third person who wrongfully interferes with his possession. In any event, the Pennsylvania court said that one in possession of garments, etc., belonging to his patrons, is "interested" in them, within the meaning of the statute.

Of course, as recognized by the court, a cleaner who has collected damages covering the value of garments is bound to pay over to the real owners as much of the damages collected as exceed the amount of his interest—service charges, if any, earned before the goods were destroyed by the rioters.



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Midget-Matic OPEN END WASHER

The Hammond all-stainless steel Midget-Matic is specially designed to meet every operator's need for a heavily constructed, small capacity washer that will give dependable, thorough service. Available in manual or fully-automatic controls.

STANDARD OR SPECIAL FORMULAS

Standard formula on the Midget-Matic gives you four formulas on one control disc. One for normal loads—one for light loads. Also a long and short run for wool runs. However, any special formula can be furnished, pre-set up to one hour's duration. The Midget-Matic is guaranteed to streamline your productions.

SPECIFICATIONS

- Cylinder size—30" x 15"
- Dimensions—32½" x 30" x 70" height
- Motor—½ HP single phase 110-220 volt—60 cycle—1750 rpm.
- High or low level water fill
- Automatic lubrication system
- Automatic belt tension adjustment
- Shipping weight—600 lbs.

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LAUNDRY-CLEANING MACHINERY CO.

WACO, TEXAS



Which bag sells the neighbors?

No question about it. Big, colorful garment bags

printed with your name hit your prospect's eye... tell and sell.

Every delivery is an endorsement too. People notice

your name on bags, know you're the cleaner

their neighbor prefers.



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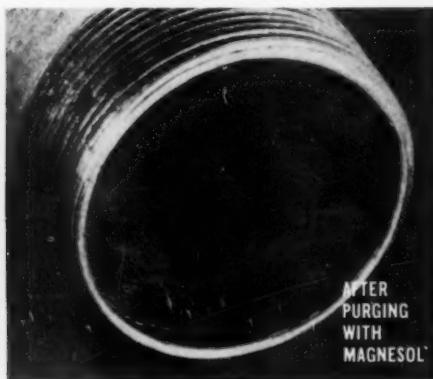
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WARNING

YOUR SYSTEM MAY NEED PURGING - RIGHT NOW!



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PURGING
WITH
MAGNESOL



AFTER
PURGING
WITH
MAGNESOL

If you have been using a charged system with ordinary filter powder instead of a sweetner . . .

If you have been using a method of cleaning that allows solvent impurities to build up . . .

If you have been operating with dirty solvent . . .

your system will be benefited by a thorough purging with MAGNESOL* Brand Magnesium Silicate right now.

You'll be surprised how much foul, gooey sludge, acidic muck and other contamination can build up in your system during the Spring and Summer peak loads. You'll be amazed how much accumulated filth MAGNESOL can bring down . . . how much better cleaning you can do with a clean system.

ALWAYS REMEMBER THESE FACTS

Regardless of what solvent, soap or system you use, you need MAGNESOL now. It's the one time-proved way to continuously remove solid soil, fatty acid, non-volatiles, co-solvent, fugitive dyes and every other trouble-making impurity from your solvent and your system.

Your jobber can deliver MAGNESOL promptly. Eliminate both the risk of odor trouble and the need for frequent distillation by ordering MAGNESOL today.

HOW TO PURGE WITH



At the end of the day, simply do this:

1. Remove all clothing from washer.
2. Add to washer 10 oz. of Magnesol for every 10 gal. of solvent in entire system.
3. Put filter on by-pass (or shut-off) pump.
4. Run Magnesol in washer for about ½ hour.
5. Turn on filter pump, circulate about ½ hour.
6. Repeat step #3. Then, use your regular method for removing spent filter cake.
7. Precoat.

If your filter-pressure builds up to a dangerously high level while purging, your system is really fouled up. Stop the operation, remove spent MAGNESOL from your filter and start over again at Step 1.

If your system is badly fouled up or if you discontinued using a sweetner on the recommendation of a soap maker, you may have to purge several times to get your system thoroughly clean throughout.



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FOOD MACHINERY AND CHEMICAL CORPORATION

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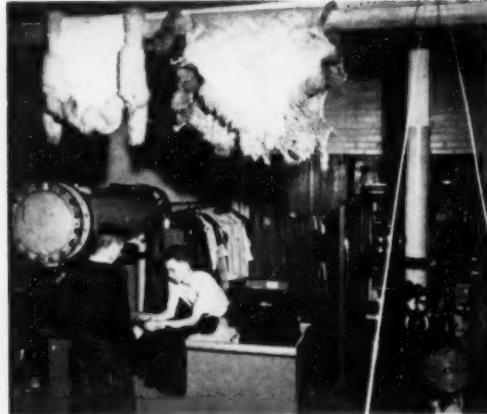
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*MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its brand of magnesium silicate adsorbent powder.



YOUNG STUDENTS LEARN garment finishing from instructor Ray Wilson. Equipment shown was donated by cleaners and allied tradesmen, is used by students to dryclean their own garments.



CRAMPED QUARTERS of school store do not hamper enthusiasm of students. Here two of them discuss best way to handle incoming garments. All graduates have been easily placed.

Get 'Em Young

Dry Cleaners Institute (Ontario)
looks to school for trained help

by GENE BENNETT

GOOD SKILLED LABOR, like the weather, is the favorite topic of many drycleaners but most of them do nothing about it. In Toronto, Canada, drycleaners are talking—and doing. As a source of labor they are going to the young people of their community.

Through the effective pioneering of the Dry Cleaners Institute (Ontario), and the cooperation of the Board of Education of Toronto, the industry in that area can look forward to an increasing and self-replenishing supply of skilled, enthusiastic employees. The source is to be found in the School of Dry Cleaning which offers a two-year course at Central Technical School in Toronto.

The school was conceived by a group of Toronto cleaners, members of the DCI. Concerned about the difficulty of getting skilled help they decided to reach youngsters planning to take courses at the local technical school. Since automotive, electrical, plumbing and other industries, they reasoned, provide technical training through city schools, why not the drycleaning industry?

The Board of Education was convinced, as well as a number of DCI members, and space was allotted to the school. Ray Wilson, who comes from a family of drycleaners and has many years of practical experience in the industry, was employed as instructor. Local cleaners and allied tradesmen donated supplies and equipment. Mr. Wilson, with the cooperation of the DCI and city education authorities, set up the curriculum and the School for Dry Cleaners was launched.

In 1949, the first year, nine boys between the ages of 14 and 16 enrolled in the school which was established in two adjoining rooms at Central Tech. Some of the boys were from families whose members are em-
(Continued on page 90)

Curriculum—Toronto School of Dry Cleaning

Historical development of the drycleaning industry. Stoddard solvent—its chemistry, specifications and testing procedures. Clarification methods—settling, centrifuging, chemical treatment, filtration, distillation.

Synthetic solvents—their chemistry, comparative chemical and physical properties. Synthetic cleaning systems.

Cleaning room equipment—washers, extractors, filters, stills and tumblers. Capacities, speeds and methods of operation are discussed for each machine. Trouble shooting for equipment problems.

Filter aids and adsorbent powders—their chemistry and methods of use. Soaps and detergents. The use of moisture. Relative humidity and the cleaning operations.

Spotting—identification of stains, use of chemicals, practical spotting techniques and procedures.

Wetcleaning; heavy finishing; silk finishing; mothproofing and water repellency; specialty cleaning; identification systems, marking and method of tagging; classification of work; textile fibers, fabric construction, dyes; plant layout for maximum production; claims adjustment; and route and store management.

GET WISE TO REE-TEX



THE NEW *Nonionic DETERGENT* FOR THE STRONG SOAP OR CHARGED SYSTEM OF CLEANING

Equally Adaptable in the "Batch System" of Adding Detergent to Each Load. No Separate Product is Necessary for Adding Water.

Ree-TEX is Light in Color, Barely Tints Solvent and Just a Look Tells You When the Solvent Has Picked Up Dye or Other Impurities and It is Necessary to Distill or Treat the Solvent with Darco.

Nonionic REE-TEX has these additional outstanding advantages:

REE-TEX works with ANY filter powder.

REE-TEX does not affect filter pressure.

REE-TEX does not affect proper functioning of a vacuum still.

REE-TEX works the same with petroleum or chlorinated solvents.

REE-TEX makes a long dilution emulsion for adding water and no separate product is necessary.

REE-TEX is non-rancid and cannot leave an objectionable odor.

REE-TEX which is left in garments improves the body, feel, finish and color of fabrics.

A Test Kit

is available for determining the amount of REE-TEX in the solvent and it gives a clear-cut result.

Write for the **REE-TEX Folder**

which supplies further information and simple instructions for using REE-TEX.



Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products in the United States

MANUFACTURING CO.

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Now...the low-priced *National* "21" with itemized receipt!



pays for itself out of
the money it saves.

2 machines in 1. National's new, amazing "Class 21" Cash Register combines the outstanding protection of National receipt-issuing Cash Registers with the time-and-money saving advantages of National Adding Machines.

Receipt prevents mistakes, reduces losses!

National's printed, itemized, totaled receipt is one of the most powerful protective features ever placed on a cash register. Combined with National's item-by-item indication, there is no more effective supervision over prices charged. And receipts also build customer confidence.

Built-in adding machine feature! Just move the control lock to "ADD" and convert to adding machine operation without interfering with the locked-in cash register total.

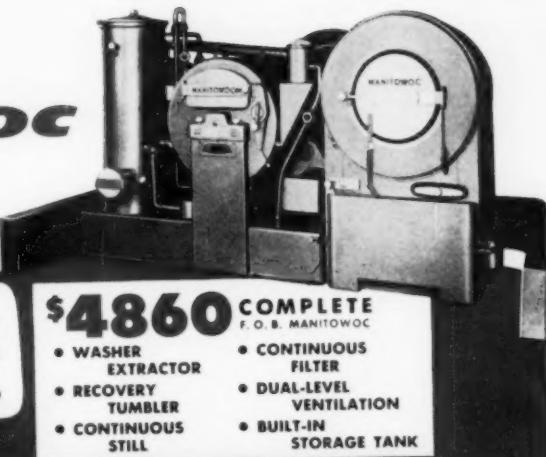
THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

This feature saves you time and money in record-keeping, balancing cash, preparing bank statements, taking inventory, analyzing transactions by salespeople and departments, and by charge, cash, received-on-account and paid-outs.

No store is too small to profit from the National "Class 21" Cash Register with Itemized Receipt, because it pays for itself out of the money it saves, then goes on returning a handsome profit year after year! Call your nearby National representative today for a demonstration of all the amazing features of the new "Class 21" that gives you fast, accurate records of every transaction and firm control over your business that builds greater profits.

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CASH REGISTERS • ADDING MACHINES
ACCOUNTING MACHINES

ASK THE *Manitowoc* OWNERS



MORE CAPACITY . . . "One of the features that I like is that you can dry your cleaned clothes and at the same time be dry cleaning another batch."

PARAMOUNT DRY CLEANING CO., Hamilton, Ohio

\$4860

COMPLETE
F.O.B. MANITOWOC

- WASHER EXTRACTOR
- RECOVERY TUMBLER
- CONTINUOUS
- STILL
- CONTINUOUS FILTER
- DUAL-LEVEL VENTILATION
- BUILT-IN STORAGE TANK

SWITCHED . . . "Best on the market. I was a petroleum cleaner — I thought I would never like Perchlor cleaning, but I have changed my mind and am sure glad of it."

BEACH CLEANERS, Richmond, Indiana

ECONOMICAL . . . "Very economical — am using only one drum of Perc monthly where I was using 3 drums for same volume in my old unit."

ARTCRAFT TAILORS, Brooklyn, N. Y.

BETTER QUALITY . . . "Superior to any unit that I have seen or used. Since installing the Manitowoc, we have received compliments on the superior quality of our work from 98% of our customers."

BOWES DRY CLEANERS, Miamisburg, Ohio

SIMPLE . . . "I like the simplicity of operation and maintenance, with the working parts easily accessible. Mrs. Wyckoff operates the Manitowoc 90% of the time."

TOWER CLEANERS, Albuquerque, N. M.

EASY TO OPERATE . . . "A fine, well built machine at a reasonable price, and easy enough for both our counter girls to operate."

ELMONT CLEANERS, Elmont, N. Y.

LOW COST . . . "Puts out work much faster, more economical, saves solvent, does better work. Cost of operation lower than other units I have used."

WEST SIDE CLEANERS, Bristol, Conn.

SOLVENT SAVER . . . "I have proved to myself that I can clean 10,000 lbs. of garments on a drum of perk."

FLAIR CLEANERS, Flushing, N. Y.

BETTER WORK . . . "There is no comparison with a Manitowoc. It does a wonderful job of cleaning and does not require much soap."

MASTER CLEANERS, Bronx, N. Y.

DOUBLES CAPACITY . . . "Doubles our capacity (135 lbs./per hour) and saves on solvent."

HOPKINS CLEANERS, Hopkins, Minn.

**The Fastest Selling Synthetic
Machine on the Market!**

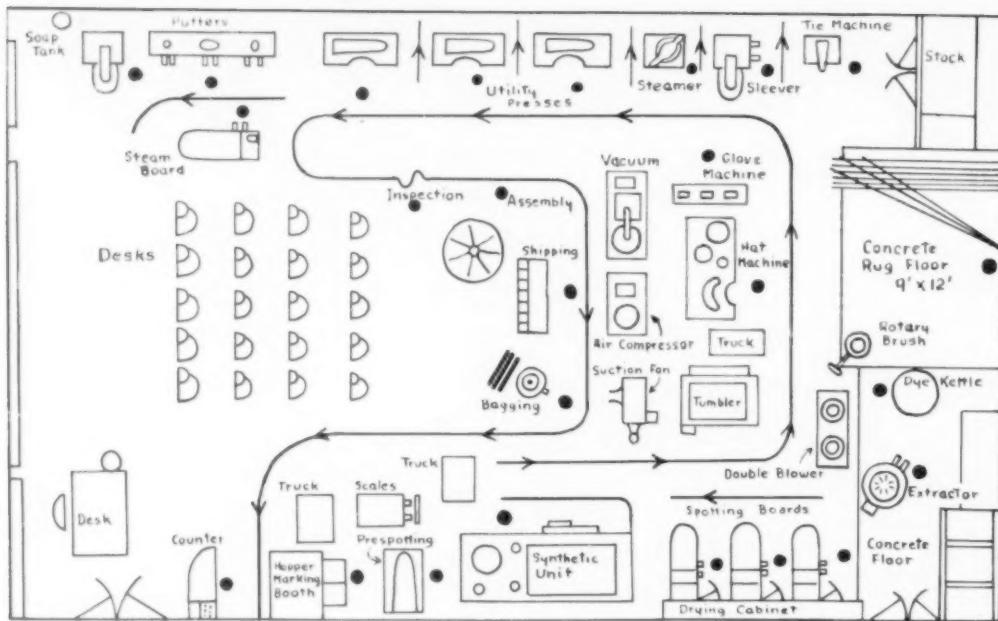
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Synthetic

PERCHLOR DRY CLEANING UNIT

MANITOWOC ENGINEERING CORP.

512 - 16th St.,
Manitowoc, Wisconsin



PROPOSED LAYOUT for new School of Drycleaning at Ontario College of Education, Toronto, was prepared by Roy Wilson

(Continued from page 86)

ployed in the industry. The others were youngsters who decided to get an early start in their trade careers. In the second year there were 11 boys, and enrollment has now grown to 20. Girls in grades from the ninth to the twelfth are also given short courses in drycleaning.

In the regular two-year course, students receive six hours of instruction, divided equally between practice and theory. They are also taught science, bookkeeping and selling, and receive training in tailoring.

For the outstanding students with an eye on the future, the school offers one year of additional training with emphasis on supervision and management.

At the completion of the two-year course graduates, through the cooperation of the school and DCI, are placed in jobs. So far every graduate has found employment in the industry, Mr. Wilson said.

Students also are given the opportunity to take advantage of summer vacations to gain practical experience. Attempts are made to find jobs for them during the summer months.

To make certain students will work under conditions they will find in a plant, a regular plant store has been established at the school. Garments belonging to students and school staff members are drycleaned free of charge by the class. Initiative and management skill are developed by allowing outstanding students to act as managers of the operation.

Mr. Wilson, who is optimistic about the school and what it can contribute to the industry, said the students know they are learning a trade which will help them make a good living, and have shown a willingness to learn. He mentioned with pride a former student who was given a job in a Toronto plant and in less than one year was placed in charge of a department. And, according to the owner, the youngster did a better job than the man he had replaced.

To further stimulate the growth of the school, the DCI offers \$200 in scholarships each year. This is part of a long-range program and hope that the school, the first in Canada, will set an example for other parts of the country.

On the local level the school already is planning to expand. At present an addition to Central Tech is under construction. When it is completed, the drycleaning department will move to quarters three times as large as the present plant, still in the same building. When plans and moving are completed the new "classroom" will cover 1,200 square feet and will cost an estimated \$12,000, according to Mr. Wilson. Plans drawn up by the instructor and submitted to the Ontario College of Education, University of Toronto, include a complete plant, with rug department and classroom.

Another basic part of the school is the evening course offered to adults. Last year a total of 87 persons, most of them industry employees, attended two nights a week for six months. Most of them are taking the course either to refresh their memories or to help in their advancement in the industry. As evidence of student enthusiasm, Mr. Wilson notes that some travel as far as 100 miles to attend.

Mr. Wilson the instructor is also Mr. Wilson the student. To qualify as an instructor with the Board of Education, he has enrolled at the University of Toronto where he is taking courses which will lead to a degree in education. In addition to teaching and his own studies, he is writing a complete textbook on drycleaning to be used by the school's students.

With an eye to the promising future of the industry in Canada, a number of cleaners say:

"If the school works in Toronto, why not in other Canadian cities? There'll always be room for a good drycleaner. A school is as good a place as any to train them while they're young." ■ ■

TURN SMALL SPACE INTO PROFIT

GET A TAPE LINE

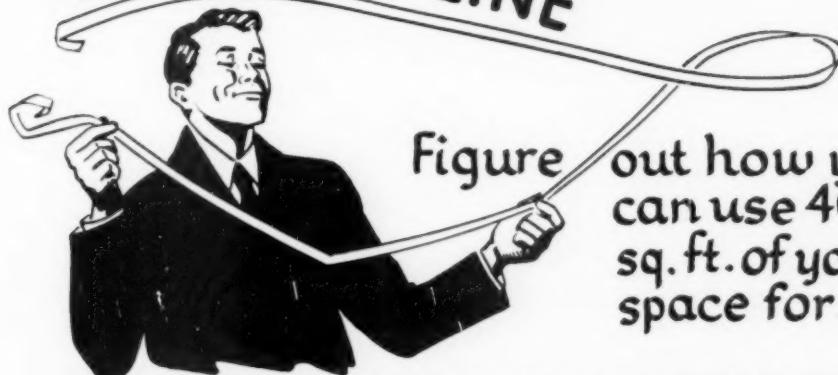


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STORING FURS AND WOOLENS

Hundreds of small plant operators find unusual profit from small space and small capital investment. In a space 20' x 20' x 10', you can safely store enough fur coats and woolen garments to bring in more than \$2,000 per season in storage alone. You can outfit a storage space like this for as little as a thousand dollars. Additional profit is derived from the cleaning of fur and woolen garments which are brought to you for storage. This is the prevailing experience of operators everywhere.

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It helps you decide what you can do. Tells you just how to go about it! Write today for your FREE COPY.



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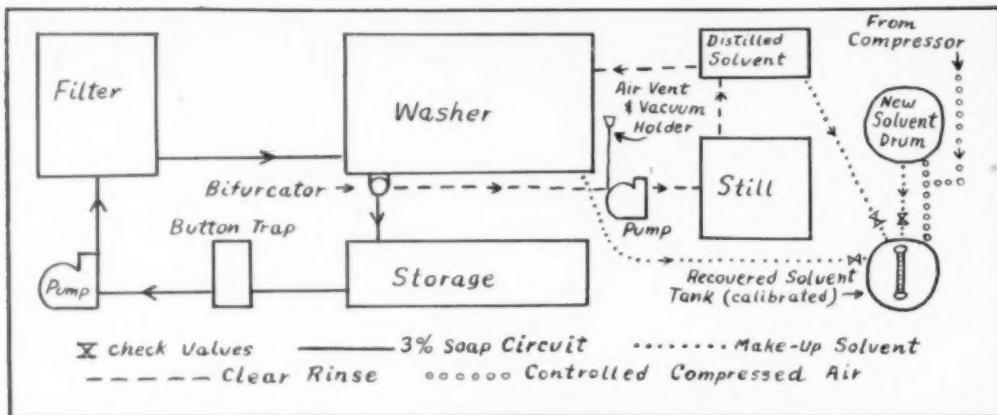
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- Please send me free booklet "Changing Space Into Profit."
- Have your representative call.

City

Zone

State



SOAP STRENGTH CONTROLLED closely in wash circuit (solid line) by avoiding dilution of 3 percent charge. Direction of flow shown by arrows.

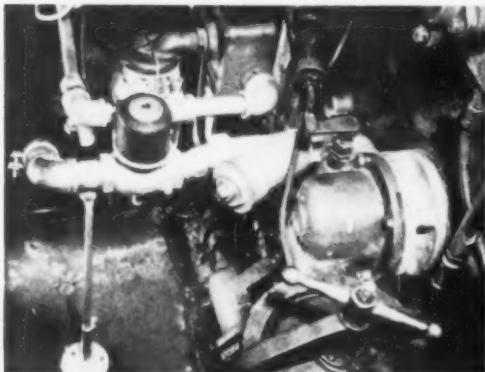
Synthetic Unit Converted to Strong Soap

Method, with only minor changes, can be adapted to any unit that has distillation

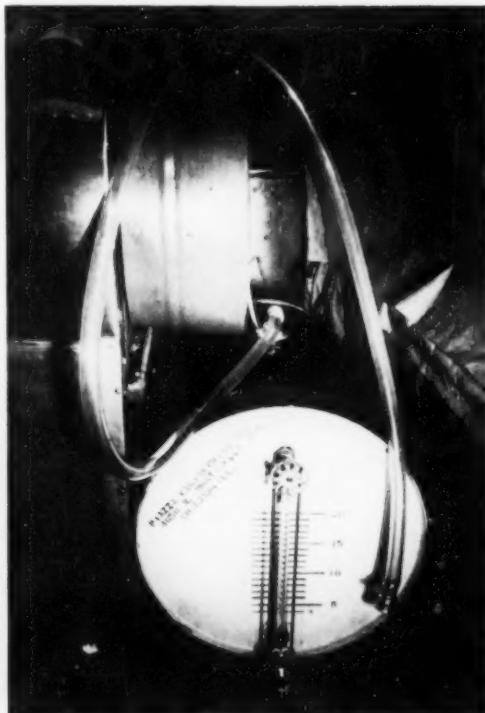
by WILLIAM R. PALMER

"I WAS GETTING THE BEST CLEANING I could find, from Max," said the owner of a little retail store, "but when he switched to the strong soap, even my customers noticed the improvement immediately!" That typifies the reaction of Max Blattman's own retail customers at his Rapid Cleaners plant in the Bronx, New York.

Max was using an automatically controlled synthetic unit that included both a filter and a still. In common with many other operators he was looking for a means



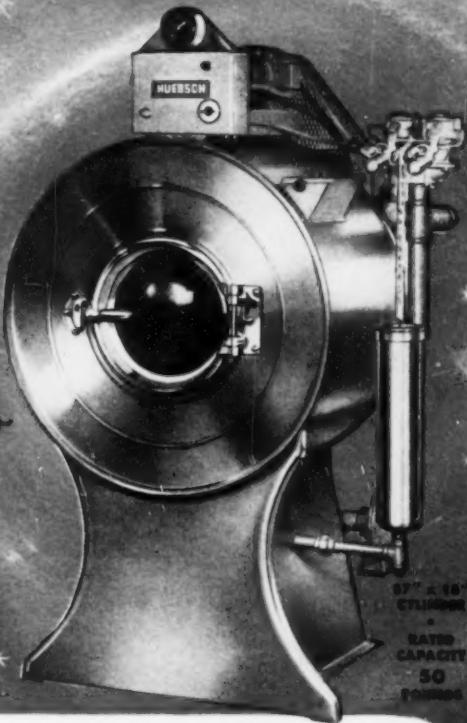
BIFURCATOR for extra line to still is light-colored flanged casting lower right. Black can on pipe line is solenoid activating still pump.



SOLVENT RECOVERY TANK is not a made-over soap drum, but is of heavier gauge steel with reinforced seams and heavier ribbing.

NEW!

from the world's largest
manufacturer of open-end
drying tumblers . . .



37" X 18"
CYLINDER
RATED
CAPACITY
50
POUNDS

The World's Finest
**OPEN-END
WASHER**
...by



Makers of the famous Huebsch Open-End Tumblers • Handkerchief Ironers and Fluffers • Pants Shapers •
Automatic Valves • Feather Renovators • Double Sleevers • Collar Shapers and Ironers • Garment
Baggers • Cabinet and Garment Dryers • Washometers • Spring-Type Filters

• Here is a *washer* you know only Huebsch could make—for only Huebsch has the experience and engineering background gained from producing more open-end tumblers than all other manufacturers combined.

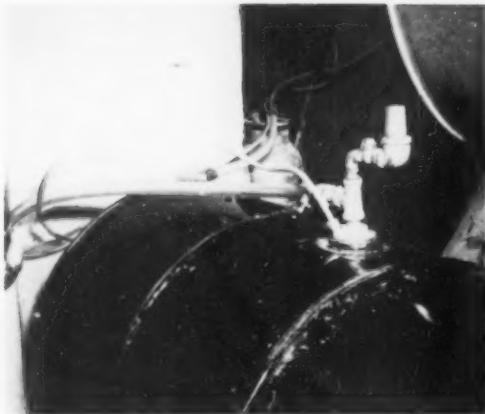
Here is a washer built the Huebsch way—to give years of trouble-free service, outstanding performance, economical operation—at a price lower than you ever thought possible for such superb equipment.

Ask your Huebsch representative to tell you about the new Huebsch Open-End Washer—or write for full details!

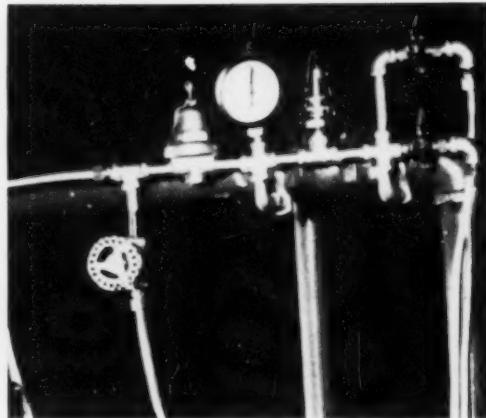
HUEBSCH MANUFACTURING COMPANY

1875 N. Holton St., Milwaukee 1, Wisconsin

Division of THE AMERICAN LAUNDRY MACHINERY CO.



NEW SOLVENT DRUM can be set anywhere in the plant and solvent air-driven to the recovery drum.



AIR-PRESSURE CONTROLS include solenoid valve, safety valve, gauge, and two cross-venting manual valves.

of adapting this unit to use of strong soap, without interrupting its automatic operation.

"Precision cleaning" is the phrase coined by Tom Piazza, the man who made Max's installation, for what they were attempting to achieve. Once a percentage of soap concentration is decided on, the setup makes it possible to maintain that concentration with high accuracy. This is possible by adding soap and solvent in only the exact proportions of the cleaning bath, and never diluting the latter with rinse or recovered solvent.

The basic circuit is made up of the washer, storage tank, button trap, pump and filter. This is charged with a 3 percent soap solution at all times, with inert powder used in the filter.

Each morning, before the first load is run, the solvent in the washer is restored to a prescribed level. The added solvent is drawn from the "solvent recovery tank," which contains either distilled or new solvent. The amount of solvent added is found by checking the calibrated scale on the tank before and after withdrawing the solvent, and subtracting the difference.

From a chart is found the quantity of soap needed to make 3 percent of that gallonage and this soap is added to the washer right after the solvent is added. Thus, since both the charge in the system and the added solvent are the same, there is no change in the strength of the solution.

The rinsing is done by the batch method with distilled solvent. It might be more accurate to call it diluting rather than rinsing. Since the wash cycle is run on the filter, all but a small amount of soluble oils and fatty acids are taken out on the filter. Then extraction removes all but a fraction of this solution of solvent, soils and soap. By the time the distilled solvent has flushed the clothes, this mixture in the fabric has been diluted quite thinly.

The amount remaining on the garments is practically microscopic. It is just enough to impart softness and some body to the fabric, and to keep zippers lubricated and smooth-running. It is a feature of Max's precision cleaning that he is able to hold the minute percentage of soap and fatty acid at the point just *before* the wools start to become harsh.

Another factor in the control is the disposal of extracts. In the wash cycle they go back into the wash circuit. On the rinse cycle they go back to the still.

Therefore, even the extractions don't upset the balance. The wash is *always* 3 percent (or whatever percentage you determine), and the rinse is *always* freshly distilled. Therefore, the final dilution is always the same.

Recovery of Solvent

Solvent recovered in the drying process goes into the solvent recovery tank, by gravity. Since the distilled storage tank is high, to provide gravity feed to the washer, it is impractical to add the recovered solvent there. Since Max occasionally uses a separate recovery tumbler, that also is piped to the recovered-solvent tank.

This recovered-solvent tank is located right beside the washer. It is equipped with a compressed-air line and with a plastic hose drawing from the bottom of the tank. A low air pressure of 5 to 7 pounds is sufficient to force the solvent through the tubing. This tubing is held in the washer by the operator during the solvent transfer. The operation is kept manual to ensure that the operator watches the solvent level carefully, even though it takes only a few minutes.

The recovered-solvent tank actually is filled from three sources: (1) the recovered solvent from tumbling; (2) the overflow from distillation; (3) fresh solvent from a new drum.

Solvent from the new drum is also forced from there to the recovered-solvent tank by air pressure. Therefore this new-solvent drum may be placed practically anywhere it is possible to run a solvent line and an air line, whether in a basement or out on a loading platform.

One important feature of the solvent line between these drums is a check valve in the elbow above the connection to the new drum. When the air pressure is on, this check valve is held closed, but the moment the air is shut off, a spring opens the valve. This instantly cuts the siphoning action that would otherwise drain the drum if it should be on a higher level than the tank it was feeding.

The air lines to these two tanks are well protected, with a low pressure control valve, plus a safety valve—just in case. Also the two petcock valves controlling the air flow to one or the other of the tanks are equipped with vents. These automatically vent the tank being emptied when the valve is shut off.

Max is happy—his wholesale account is happy! z z

"O" what a SPOTTER!



Safe on all colors! Safe on all fabrics!
Removes stains from printer's ink to lipstick... rouge, pitch, tar, varnish, road oil, perspiration, salad oil, and other organic and inorganic matter. Use it in naphtha, chlorinated solvent, and wet cleaning process plants with equally good results.

H. Kohnstamm & Co., Inc.
ESTABLISHED 1851
89 PARK PLACE, NEW YORK 7
11-13 E. ILLINOIS ST., CHICAGO 11
4735 DISTRICT BLVD., LOS ANGELES 11
FOREMOST MANUFACTURER AND DISTRIBUTOR

- OIL
- GREASE
- INDELIBLE INK
- TAR
- **SAFE ON ALL FABRICS**

Fast! Safe! Versatile! Colors and fabrics spring back to life with "O" Spotter. This universal, all-purpose, pre-spotter contains no chemicals to foul or clog your dry cleaning system, and leaves no odor. Try it in gallons or drums on our money-back guarantee.



H. Kohnstamm & Co., Inc.

ESTABLISHED 1851

- 89 PARK PLACE, NEW YORK 7
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FOREMOST MANUFACTURER AND DISTRIBUTOR



ALBANY - ATLANTA - BALTIMORE - BOSTON - BUFFALO - CINCINNATI
CLEVELAND - DALLAS - DENVER - DETROIT - GREENSBORO - HOUSTON
INDIANAPOLIS - JACKSONVILLE - KANSAS CITY, MO - MEMPHIS
MINNEAPOLIS - NEW ORLEANS - OMAHA - PHILADELPHIA
PITTSBURGH - ST. LOUIS - SAN ANTONIO - SAN FRANCISCO - SEATTLE

OF QUALITY LAUNDRY AND CLEANING SUPPLIES

how to make more profit by simple Cost Control—

**Where do your dollars come from?
And where do your dollars go?
How many dollars are left for you?**

The profit and loss statement is a simple, useful tool for making a business pay—the one most important tool! Too many plantowners look at the lower right corner of their P & L's, then file and forget them. Or, worse, too many don't even have P & L statements! So how do they know:

- If they can afford new equipment?**
- Whether a particular store is profitable?**
- If they should add another finisher?**
- How well that special promotion paid off?**
- If there is a profit in sidelines?**
- Whether changing layout will pay?**
- If charge accounts cost too much?**
- Whether savings in spotting will exceed cost increases in finishing?**
- When a special bonus to drivers is justified?**
- What is profit and what is return on investment?**
- If it pays for supervisors to do productive work?**
- Why more business doesn't show more profit?**
- When prices are in balance?**
- If a two-price setup is profitable?**
- How to meet that note in October?**

The February 1953 Guidebook of the Drycleaning Industry will give, in simple layman's terms, a full explanation of how to answer these questions with the aid of your P & L statement. In other words—how you can make a bigger profit!

'P L'

SYSTEM

IN THE ONE AND ONLY

Guidebook

1953

National Cleaner & Dyer

304 East 45th Street, New York 17, N.Y.

20 North Wacker Drive, Chicago 6, Ill.

COMBINING:

EDITORIAL FEATURE

SECTION:

The Drycleaners' Guide to the
"P and L" Statement.

OPERATING GUIDE:

Charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Basic textbook information in a handy reference form, useful day in and day out to all plant executives.

BUYERS' GUIDE:

CLASSIFIED DIRECTORY, listing all kinds of drycleaning equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

N.I.C.D.

CONVENTION GUIDE—

full details of program and exhibit plans for annual convention of the National Institute of Cleaning and Dyeing to be held in Cleveland, Ohio, February 13-15.

ASSOCIATION NOTES

Pennsylvania Fellowships: Percival Theel, coordinator of research at the Philadelphia Textile Institute, has announced that its research department has been awarded two fellowships, sponsored by the Pennsylvania Association of Dyers and Cleaners and the Pennsylvania Laundry Owners Association.

Under the drycleaning fellowship, the Institute will assist the association in the preparation of technical bulletins on new fibers and the handling and analysis of problem garments. The laundry fellowship will include the study of quality control in the individual laundry.

The work on both fellowships will be under the supervision of Dr. William A. Endriss of Endriss Chemicals in Philadelphia. Dr. Endriss received his Ph.D. at the University of Berne in Switzerland, and has had broad experience in the textile field, including work with the National Institute of Cleaning and Dyeing, the Philadelphia Quartermaster Depot of the U. S. Army, Celanese Corporation, Wyandotte Chemical Corporation and several other commercial concerns.



DR. WILLIAM A. ENDRISS

Local Meetings: The October meeting of the West Suburban (Chicago area) Cleaners Association featured a visit to the new plant of Cramer's Master Cleaners in Elgin. At the evening business meeting the speaker was an OPS representative, E. F. Scudder. Officers of the group are George Neumark, St. Charles, president; Stan Bublik, Riverside, vice president, and Fred Cramer, Elgin, treasurer.

The October meeting of the Sarnia (Ontario, Canada) Dry Cleaners Association took the form of a ladies' night, with President and Mrs. Horace Yateman entertaining the plantowners and their wives.

Michigan Short Course: The 3-day short course, held October 25-27 at Grand Rapids under the sponsorship of the Michigan Drycleaners Association and the NICD, drew an interested attendance of 109 students. Super-



CLOSE INTEREST was shown by Michigan cleaners in clinic lectures and demonstrations.

vised by William B. White, NICD's director of industry relations, NICD staff members John Ireland, Howard Reeves and Judd Randlett gave instruction in cleaning, wetcleaning, spotting theory and spotting practice.

Because of the success of the course, the Michigan Association has made tentative plans to co-sponsor the NICD short course in plant management in Lansing in the spring, and another technical short course in Flint next October.

#

New Local Officers: At the October meeting of the Snohomish County (Washington) Laundry and Dry Cleaning Operators Association, Lawrence Porter of Valetor Cleaners, Everett, was elected president. Other officers are John Vidricksen, Union Laundry, vice president, and John Jensen, Model Cleaners, secretary-treasurer both of Everett.

Members of the Tiffin (Ohio) Dry Cleaners Association installed new officers at their October meeting. They are Joseph P. Schenk, president; O. A. Heyman, Sr., vice president, and George A. Shorsher, secretary-treasurer.

#

California Clinics: In conjunction with the midyear quarterly meeting of the California Drycleaners Association, a clinic was held on October 26 at Petri's Odorless Cleaners in Long Beach. With Otto Petri as host, the plant was divided into seven departments and two NICD graduates acted as moderators of the discussion in each department.

The next quarterly meeting of the group is scheduled for January 10 and 11 in Sacramento. Members of the California Legislature will be banquet guests.



SOME OF STUDENTS at clinic held at Laney Trade and Technical Institute, Oakland, California. Instructor is NICD's Howard Reeves.

The California Association also sponsored a clinic which was held October 10-12 at the Laney Trade and Technical Institute in Oakland. The clinic attracted an attendance of about 75 from the entire state. According to Roy L. Bowles, drycleaning instructor at Laney, chief interest centered around Jack Ireland's instruction on the charge system.

Plans to hold a similar course in finishing in the near future were announced by George M. Shepherd, executive secretary of the California group.

#

Clubs Hear Cleaners: At a recent meeting of the 40-40 Club at Port Chester, New York, the featured speaker was Milton Miller of Millers Cleaners & Dyers, who is a vice president of the New York Neighborhood



Don't turn her down!



SOLVO-MISER
3 SIZES

HOYT LARGEST MANUFACTURER
OF DRYERS EXCLUSIVELY

Increase your plant capacity so you can handle those "specials" and the rush business at Christmas, Easter, and back-to-school seasons. At one-fifth the cost of a drycleaning machine you can get a Hoyt Solvo-Miser — the outstanding solvent reclaimer. It doubles the capacity of your present drycleaning machine . . . gives maximum solvent recovery . . . assures perfect drying. See how the Solvo-Miser can increase your profits by reducing your over-time and overhead expenses. Send coupon today!

**SEND
COUPON
TODAY!**

HOYT MANUFACTURING CORPORATION
FALL RIVER, MASSACHUSETTS

Send complete information:

- Model A. Cap. 20 lbs. \$1095.00
- Model B. Cap. 30 lbs. 1195.00
- Model C. Cap. 40 lbs. 1295.00

NAME _____

ADDRESS _____

CITY _____

STATE _____

Cleaners Associations and an NICD graduate. He described the history of the industry and the research work of the NICD.

The Rotarians of Oshawa, Canada, were addressed by D. Hartley Currie, manager of the Dry Cleaners

Institute (Ontario), who discussed the work of his organization in improving both industry standards and consumer relations. He also gave an outline of dry-cleaning procedures and warned of the hazards of home cleaning.

N.I.C.D. NEWS

Convention Theme: The theme of NICD's 44th Annual Convention and Exhibit, "It's the Master Key to the Future," will be carried out in the program and exhibit in Cleveland, Ohio, February 13-15, 1953.

The exhibit of machinery and supplies will feature the newest developments for the drycleaning industry, many shown for the first time. Many of the exhibits will be in actual operation. Approximately 48,000 square feet will be occupied by the exhibit in the Municipal Auditorium.

#



STUDENTS AND INSTRUCTORS of 23rd management class, left to right: Robert E. Cowie, director management engineering; John Salanson, Washington, D. C.; Harold D. Franz, Fort Wayne, Ind.; Charles E. Brown, NICD; Evan A. Shoemaker, Richmond, Va.; Fred B. Hulse, Jr., Columbia, Mo.; Robert L. Page, Lafayette, Ind.; Charles E. Purkey, Morristown, Tenn.; W. Nathan Peery, Dalhart, Texas; E. Bryan Eldridge, Louisville, Ky.; R. W. Shanbarger, NICD; Lino J. Battiston, West Hartford, Conn.

#

New Publications: In October NICD published two technical bulletins, T-291 and T-292. Bulletin T-291 describes coats and jackets of Orlon fleece, which are advertised as being home-washable. The bulletin describes the difficulties encountered in washing Orlon fleece coats in the home, and points out that drycleaning improves their appearance.

Bulletin T-292 is the second of the current series describing NICD's work on cleaning in charged systems. It shows that removal of pure water-soluble soil, such as salt and sugar, is not the same as the removal of built-up food spots. It compares the action of the fresh-soap-to-each-batch system, a $\frac{3}{4}$ percent charged system, and a 4 percent charged system in the removal of both water-soluble soil and of built-up food spots. The bulletin also describes a method of controlling the relative humidity within the solvent during cleaning.

In November NICD published its third Supervisory Techniques Bulletin, S-3, on the over-aggressive individual. This bulletin describes the habit pattern of such individuals and makes several suggestions for supervising them. It also presented answers to the problem in Bulletin S-2 on the "Wayward Routeman."

Practical Operating Tips Bulletin No. 3, also published in November, outlines a solution to the problem of controlling "stragglers" by use of a colored flag.

In November NICD also issued Management Bulletin M-36. This bulletin described an invoice which saves marking labor and cost by reducing the amount of writing required by markers.

Courses for Korean Vets: The NICD reports that it has received many inquiries about school attendance under the new Korean GI Bill (Public Law 550). Both the 12-week general course and the 4-week plant management course are approved for GI training, but NICD has not asked for approval of the finishing and rug cleaning courses.

A veteran whose application has been accepted and deposit paid to NICD then applies to his regional office of the Veterans Administration, to which he reports the exact name of the course and school. He should take with him a copy of his discharge and proof of dependence, if he has dependents. If VA finds him eligible, he is given the proper certification.

When the student reports for class he pays the balance of school fees, and NICD sends an enrollment certificate to VA, which then takes over. Under the previous bills VA paid the school directly for tuition and books, and gave the veteran a subsistence allowance. Under the new law, VA pays the veteran a training allowance, ranging from \$110 a month for a single man up to \$160 if he has more than one dependent. The veteran must pay all school fees and his own living expenses out of this allowance.

Since it takes two months for the VA to complete the required procedure, the NICD reminds the veteran that he must have complete funds for school and living expenses when he reports for classes.

#



New Technical Serviceman: A recent addition to NICD's technical service staff, Marvis L. Smith, has specialized in a study of textiles and has owned and operated his own dry-cleaning business in Iowa. Mr. Smith is a graduate of NICD's general course, and won the trophy for being the honor student of the 83d class.

Mr. Smith started his technical service work in the state of Minnesota.

#

Miss Michelsen Honored: Edna M. Michelsen, registrar at NICD's school, was awarded first place for news letters she has sent to members of the Zonta Club of Bethesda-Silver Spring, Md., a women's service club of which she is corresponding secretary. The award was made at a district conference of Zonta International in Baltimore October 24-27. The conference was attended by 200 women representing 20 clubs in Maryland, New Jersey, New York, Pennsylvania, District of Columbia,

The CHARGED SYSTEM produces uniform results after repeated use

**ONLY when the charge itself
is maintained
at uniform concentration**

IN THE "CHARGED SYSTEM" version of the SSS the solvent in the washer-trap-filter assembly is activated with a $\frac{3}{4}\%$ solution of FORMULA 886. This introduces eleven times as much active ingredient as introduced by the old conventional 1 ounce per pound of a 1-1 moisture stock of filter soap.

The advantage from the use of eleven times as much active ingredient is evidenced by the increase in pass-ups and the tremendous reduction in wet-cleans. Reflectometer readings of control swatches offer equally convincing evidence of the superior insoluble soil removal and whiteness retention.

The key to the success of the "Charged System" version of the SSS lies in the STRONG SOAP TESTING KIT made available by STREET's in the spring of 1951. Prior to that time the method was impractical because the operator had no way of determining the percent active ingredient in his filtered STRONG SOAP SOLUTION after repeated use. Non-uniformity in the concentration of the STRONG SOAP SOLUTION meant non-uniformity in results.

After STREET's introduced this method of testing, which enables any cleaning-room worker to measure with laboratory accuracy the exact percent of FORMULA 886 in his system at any given time, the "Charged System" version of the SSS swept the country.

During its spectacular rise to prominence between the spring and fall of 1951, there were skeptics who branded the process as "just another promotional scheme" and some predicted that it would "pass out of existence by the first of the year."

Instead, 18 months after the introduction of STREET's SSS TESTING KIT, the "Charged System" version of the SSS is more firmly entrenched than ever.

Now other soap makers have decided to capitalize on the progress which has been made, but cleaning-aids more recently marketed in an attempt to emulate 886 fail to provide equal moisture control, and fail to impart as much conductivity to the solvent, both of which are so necessary for the unprecedented pass-ups and whiteness retention enjoyed with 886. And the imitation test kits are lacking in accuracy or practicability.

Recognizing that STREET's product and STREET's methods are long past the experimental stage, cautious operators by-pass all costly experimentation by calling on STREET's to set up the "Charged System" in the manner best suited to their individual plants.

A staff of 35 field technicians, *each an expert in all phases of the SSS*, is ready to serve. Address your request for service to R. R. STREET & CO., INC., 561 W. Monroe St., Chicago 6, Illinois.

Chemicals you live by



Here's what WAS needed for **REMOVING STAINS**

It was what you needed about 1850, that is—half pint water, half ounce sorrel, two ounces spirits of wine: shake well together and rub on stain with sponge.

This was the trouble your predecessors endured to produce miserable results. You can produce excellent results with modern, assured, synthetic solvents—

CARBON TET and PERCHLOROETHYLENE
By DIAMOND ALKALI COMPANY
Cleveland 14, Ohio

See Your DIAMOND Distributor for FAST SERVICE, QUALITY PRODUCTS



WARNING!

Don't Accept Substitutes
There's Only **ONE**
TWIST-EMS

The Original

T.M. Reg.

Hanger Tie

Clean Clothes Last Longer... Clean Clothes Last Longer... Clean Clothes Last Longer



Now Identified to Protect YOU—
The Hanger Tie with This Sales Mes-
sage Printed Right on the Tape

Just a glance at the distinctive colored TWIST-EMS Hanger Tie group orders identifies complete customer order for driver. No more "partial" deliveries or costly time consuming mix-ups on customer group orders.

TWIST-EMS Hanger Ties save time and are easier to use than cord or other methods of tying, and their attractive and colorful appearance will please your customers, too!

Ask your supplier about the time and money saving TWIST-EMS Hanger Tie or write for Free Samples and new Low Prices. Be sure to include NAME and ADDRESS of your Supply House.

MANUFACTURED BY
GERMAIN'S
SINCE 1871
TWIST-EMS DIVISION

Germain's Inc. TWIST-EMS Div.
Dept. NC-12, Los Angeles 21
Please send TWIST-EMS samples—

Name _____
Address _____
City _____ Zone _____ State _____
My Supply House is _____

Laminated with Colorless
Stainproof Glue — Attractively Packed
in Convenient Units

With a Twist-of-the-Wrist
TWIST-EMS Hanger Ties
Make a Secure Unit of
Multiple Customer Orders



TWIST-EMS Hanger Ties Eliminate
"Partial-Order" Deliveries and
Driver "Mix-ups"

Mail Coupon for
Free Sample & New Low Prices

Signs of the Times
(Continued from page 18)

broadcast period covering state and local elections. "Spot" commercials for all the broadcast periods were furnished the station by Zenith's agency, James W. Huff Advertising. Each spot was a different sales message, advertising each department of the firm's dry-cleaning and laundry plants from four to five times.

According to T. E. Milholland, president of Zenith, this package purchase of the election returns, considering the prestige of the company of General Motors as well as the intense public interest, was possibly the

most powerful single piece of advertising the firm has done in its 38-year history. Zenith is a consistent user of newspaper, television and radio advertising.

#

Public Service by Drycleaners: Members of the Bay County (Florida) Cleaners Association lent the use of their trucks recently for a "Toy Parade" which collected toys to be repaired by the fire department and distributed to the needy by the Salvation Army. Participating were the following cleaners: A-One, Swan, Pete's, Monarch, Quality, Superior, Domestic, Panama, Thrifty, Ideal, New Way, and Crawford Rug Cleaners, in the area of Panama City, Springfield, Bay Harbor, St. Andrews and Tyndall Air Field, and Ideal Cleaners in Glenwood.

An award of merit was recently presented by the Auxiliary Police Association of Arlington, Massachusetts, to Joseph Donovan, owner of Bayburn Cleaners. The award was in recognition of the services of the firm in cleaning baseball uniforms of a local boys' team without charge.

Local drycleaners participated in a window-display feature of the recent Fall Festival at Olney, Illinois. Olney Cleaners attracted attention with a display of old Bibles, one dating back over 200 years. Baby shoes almost a century old were the attraction at Nu-Way Cleaners.

City Tailors and Cleaners was among the exhibitors at the recent Borger (Texas) Industrial Show sponsored by the local Chamber of Commerce.

Homecoming Day at the Virden (Illinois) High School included a parade, in which Virden Cleaners float tied for third prize.

Among the sponsors of a "Support the Church" campaign promoted in the Wellboro, Pennsylvania, Gazette was Smith's Dry Cleaning.

#

Visiting Days: Students of the ninth grade of Mamaroneck (New York) Junior High School are making a series of visits to various business houses in the community for the purpose of learning about local occupational opportunities. Embassy Cleaners & Dyers was included.

HOW CAN I ESCAPE-



*Ink-marking
stains?
Garment Losses?
Hand and Machine
marking, costly errors,
illegible numbers?
AND SAVE 50%
CHECKING, MARK-
ING TIME?*

*All this, and More -
Eliminated by Proven
PRE-MARKED
STRIP TAGS*

**10-
BRIGHT COLORS!** No's. 1 to 30
in each color -
300 color combinations

\$3.30 BOX (white)	\$3.50 BOX (colored)
1000 strips per box, Each box -	
No. 001 - 1,000	

*Ask your Distributor or write
PRE-MARKED STRIP TAG CO.
3232 India, San Diego, Calif., P.O.Box 2430*

...also the NEW TOKEN-TAGS

**20 SPECIAL
INSTRUCTION TAGS** - in 6 bright colors . . .
 - a color for each dept.!

Let TOKEN TAGS do it right - the first time!

For best results, use both tags together!





Consider this Plantowner's Buy-Words of Wisdom

Here are highlights from an actual letter,* which may help you in your plans for purchase of new machines:

"I figured that if I dealt with a long established manufacturer, I could depend on character—the kind of character that builds a good reputation, which also guarantees a future reliability. U. S. Hoffman, over a long period of time has proven that they possess all of these qualities.

"It was necessary for me to buy on term payments. The U. S. Hoffman company carries their own credit paper, and I knew that my dealings would be exclusively with them. I am no financial wizard, but even I know that it shows financial responsibility for a manufacturer to carry its own credit paper.

"Employees' Favorite"

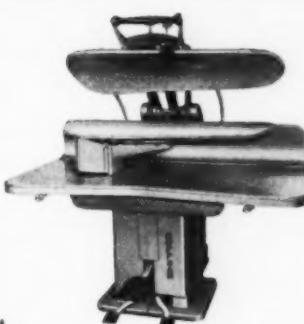
"I found that it was easy to find employees who enjoyed working with Hoffman equipment—they are going to produce better work and more of it, because they enjoy their work.

"Next item is upkeep. Hoffman equipment, I have found by experience, is built for long time wear...and Hoffman service means national service. Any time a part is needed, the Hoffman representative will get

it for you—somewhere, somehow. Most Hoffman employees have served with the company for years, so they are practically old friends, rather than just service men..."

There's Your Proof!

**For Machinery to serve you,
Economically, for a long, long time
Call your Hoffman representative**



*In our files—plantowner's name on request.



Hoffman

105 FOURTH AVENUE. NEW YORK 3, N. Y.



NEW MASSACHUSETTS OFFICERS, left to right: Ralph Rosenfeld, Libero Gaviani, Frank Brady, Louis Galitsky, Melvin Ellis, Herbert L. Satter. Not in picture, Winthrop Dadmun and William Marchese.

Massachusetts Discusses Fabrics

by GENE BENNETT

MASSACHUSETTS CLEANERS ARE NOT HAPPY about the prevalence of "unserviceable garments." They made this known at the sixth annual convention of the Cleaning Plant Owners of Massachusetts, Inc., at Boston, November 8 and 9.

Plantowners charged the air with verbal fireworks during a panel on garment serviceability

and the related responsibilities of manufacturers, retailers and cleaners. These groups and the consumer were represented. Several cleaners strongly criticized the manufacture and sale of "unserviceable garments and accessories." This followed statements by panelists in broad-minded defense of their respective groups.

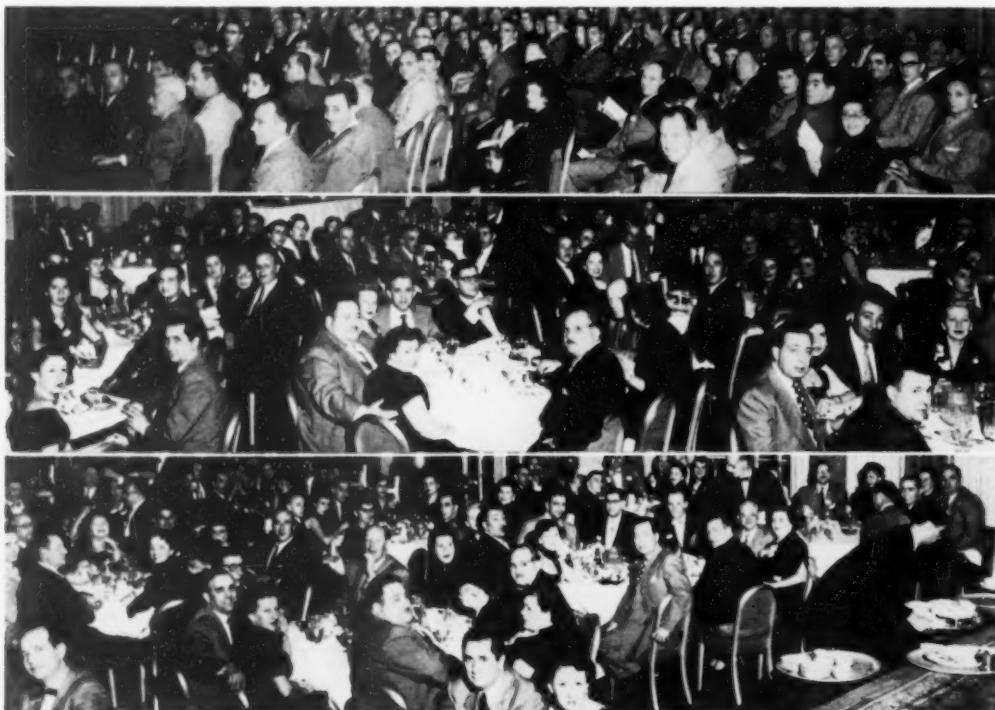
No definite conclusions were

reached at the end of the vigorous session. But there were healthy signs of mutual concern and sympathy for the problems facing each group.

Panelists were: Edward W. Gallagher, moderator, Boston Better Business Bureau; Mrs. Clifford Day, Women's Forum, Worcester; Ralph G. Corbin, Palm Beach Company; J. W. Berkepile, DuPont Company;

Laurence Richmond, Apparel Industries of New England; J. Kenneth Bennett, R. H. Stearns Company, Boston; Morton N. Gondelman, Morton's, Inc., Boston; Daniel Shea, Shea Dry Cleaners.

Mrs. Day, representing consumers, said cleaners should be more careful in handling garments, but conceded the public must learn to buy serviceable



"I LIKE MY MILNOR EQUIPMENT!"

Robert M. Constant

"Yes, I selected Milnor Equipment to be installed in the new plant I opened a year ago. My customers expect the best service from me and only the best equipment enables me to give them what they want. Yes, I LIKE my Milnor equipment. My customers are enthused about Milnor Washing. Capacity laundry volume now being processed, broader market coverage and increased dry cleaning brought in by my new laundry customers are paying big dividends."

ROBERT M. CONSTANT
City Councilman, Oklahoma City
operating
SERVICES, INC.
BOB CONSTANT'S
7-HOUR COMPLETE LAUNDRY
ESTATE CLEANERS
Oklahoma City, Okla.



SEE YOUR NEAREST
MILNOR DISTRIBUTOR OR



25-lb. Capacity,
Milnor Washer.



Milnor 30"
Extractor

MANUFACTURERS OF FINE LAUNDRY AND DRY CLEANING EQUIPMENT

Pellerin MILNOR CORPORATION

8000 EDINBURGH STREET, NEW ORLEANS, LA.

clothes. She praised the panel as a step in the right direction after Mr. Gallagher noted that "the discussion could not have been held in the state five years ago."

Mr. Corbin, on behalf of garment manufacturers, said the consumer was the victim in the misunderstanding between the retailer and cleaner. Mr. Rich mond, "on the same team," said styles change too quickly for manufacturers to plan ahead. He contended manufacturers want to produce serviceable garments and would provide adequate labeling if the textile mills offered the information.

On the other side of the textile fence, Mr. Berkeypile said the mills were turning out serviceable fabrics but that it was up to the garment manufacturer to use the material properly.

In an effort to reduce complaints, Mr. Bennett said, his

firm employs a chemist who tests all garments before they are sold and who instructs buyers on garment serviceability. Mr. Gondelman claimed the "retailer is the fall guy" in the controversy.

Defending the cleaners, Mr. Shea said some garments have limitations and that it was often impossible to decide if a garment is serviceable. He did insist, however, that a cleaner had a responsibility to do the best work possible.

Before the panel session, several demonstrations were conducted. Zussman Freeman of the New England School of Drycleaning demonstrated the proper method for re-sizing and re-oiling. He also discussed the use of "cold steam" in combination with spotting solution as a method of reducing the need for wetcleaning. Dr. Samuel Machlis of the Stamford

Chemical Company discussed "The Charged System—How To Make It Work."

At the concluding luncheon, Dr. Murray Banks explained "How To Get Along With Your Customer."

Herbert L. Satter, executive secretary, said the total registration of 650 was the largest ever recorded by the group.

The meeting elected the following officers for the coming year: Frank Brady, Pittsfield, president; Louis Galitsky, Fall River, first vice president; Melvin Jacobovitz, Everett; Joseph Mulvey, Lawrence; Edward Rubin, Pittsfield; Jacob Shalett, Pittsfield; Aaron Fishman, Boston; Morris Escovitz, Somerville; Zussman Freeman, Boston; Max Clickman, Brookline; Philip Mason, Taunton; Harry Rachleff, Springfield; Earl Stetson, Pittsfield; Dave Goodman, Boston, and Agop Berberian, Arlington. #

Morgan, Milton; Herbert Evans, Wellesley; Henry Shea, Cambridge; Russell Munroe, Ayer; Arthur Antonopolous, Lowell; Francis Toomey, Lynn; Thomas Gilhooley, Gardner; Jack Nugent, Worcester; Frank Kaplan, Holyoke; Arthur Gold, Holyoke; Rudy Simard and Kenneth Somes, Greenfield.

Also, Arthur Kashgarian, Brockton; Hyman Richman, Brockton; Bernard Paquette, Fall River; Oscar Granito, Fall River; Ray Miller, Newton; Melvin Jacobovitz, Everett; Joseph Mulvey, Lawrence; Edward Rubin, Pittsfield; Jacob Shalett, Pittsfield; Aaron Fishman, Boston; Morris Escovitz, Somerville; Zussman Freeman, Boston; Max Clickman, Brookline; Philip Mason, Taunton; Harry Rachleff, Springfield; Earl Stetson, Pittsfield; Dave Goodman, Boston, and Agop Berberian, Arlington. #

Variety Spices Ohio Meeting

by WILLIAM R. PALMER

SO VARIED AND INTERESTING was the recent state convention held in Columbus that the program committee was accused of inciting the concurrent prison riot and fire as added entertainment. The fire was a dozen blocks from the Deshler-Wallack Hotel where it could be easily watched, and the police, fire apparatus and National Guard sired past the hotel for nearly 24 hours.

Upwards of 325 attended the convention, reflecting the doubling of membership in the Ohio State Association of Cleaners and Dyers during the past 12 months. In this connection Mae Kennedy of Kennedy Products Company won the award for bringing in the most new members, followed by Ray Bevington of Davies-Young Soap Company and George Wheeler of the Fry Brothers Company.

Top attraction was the fabric display assembled and exhibited by Dr. Lois Gilmore, Alma Tapscott and Marion Butler. Filling the four walls of a small meeting room, the display traced the development of the synthetic fabrics, described their present uses, and suggested how they should be cleaned or, in some cases, why they shouldn't be cleaned.

One complete day was devoted to laboratory sessions. For these the delegates were divided into four smaller groups, which every 90 minutes rotated to another meeting room. The "lecturers" were John Gray, Adco, Inc., discussing the charged system; Richard Shamburk, NICD, explaining cost analysis in simple terms, and Robert Holden, USAF (formerly of NICD), reviewing wetcleaning. A double session featured

Charles Weaver, Columbus Lace Cleaning Works, on silk finishing, and Richard Fox, Fox Cleaners, on his TV new-fabrics program.

While this group rotation was rough on the speakers, each repeating his talk four times, it made for heightened interest and greater audience participation in most cases, since the listeners were welcome to ask questions at any stage of any session. As a change of pace, we can recommend lab sessions to any convention chairman.

The more formal part of the program included the following talks: "New Fibers and Fabrics" by Alma Tapscott, Ohio State University; "What Time Is It?", a plea for more intensive sales promotion by William Boyd, Emery Industries, and a discussion of workmen's compensation by J. R. McCormick,

Frank Gates Service Company, a firm which has succeeded in getting favorable earned adjustments in premiums for many members of the Ohio association. These talks were all given on Friday night following a buffet dinner and beer party.

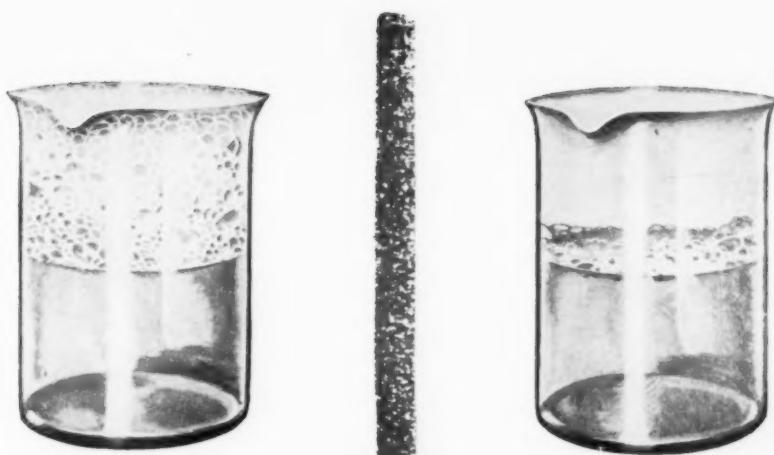
At the banquet Saturday night, presided over by W. H. Stone of U. S. Hoffman Machinery Corp., the short featured speech was given by Willard Cannon, president of NICD and past president of the Ohio association. There followed one of the best floor shows we have ever seen at a state convention.

On Sunday morning the film "Backfire" was shown by courtesy of the American Economic Foundation. Dr. Lois Gilmore then gave the report of the Ohio State University textile laboratory showing a large number of

(Continued on page III)



NICD ALUMNI, thirty strong, gather for breakfast at 7:30!



What's the difference?

The difference is

CALGON!

Calgon* is
easy to use

CHOOSE THE FORM
THAT'S BEST SUITED
TO YOUR NEEDS

For quality laundering... Wetcleaning...
Rugs and Upholstery Shampooing!



*Calgon is the registered trade mark of Calgon, Inc., for its various sodium phosphate products.

Instant Calgon is available in 25 lb. drums and in 100 lb. bags. Calgon in regular form is available in 100 lb. bags. Order from your distributor or write to Calgon, Inc.

CALGON, INC., HAGAN BUILDING, PITTSBURGH 30, PA.



✓ that's what your customer wants

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when you eliminate stains and odors with this penetrating wetting agent

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NEUTRA-LENE

CONCENTRATED, DEODORANT-NEUTRALIZER

- Use in final rinse in laundry work and dry cleaning!
- Use on spotting board to remove perspiration!
- Use effectively on rugs and upholstery with spray method!
- Use safely and economically on all fabrics!

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Box 995, Dayton 1, Ohio

Please forward a FREE SAMPLE of NEUTRA-LENE and further information on the product.

NAME _____

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CITY _____ STATE _____



SYMBOL OF QUALITY

**THE DAVIES-YOUNG
SOAP COMPANY**
Dayton 1, Ohio

Producers of Quality Products for the Cleaning and Laundry Industry Since 1841



(Continued from page 108)
analysis problems handled for members during the past year. W. R. Palmer, editor of THE NATIONAL CLEANER & DYER,

closed with a resume of trends in the drycleaning industry.

The same group of officers was returned to duty for another year. They are: H. E. Swigert,

president; Carlton Schwan, vice president; C. C. Loudenslager, treasurer; C. B. Truxal, executive secretary. Del Olmstead retired from the board of trustees

after a long period of service, and was replaced by R. S. Wuerdeman. The holdover trustees are H. R. Osborne, D. E. Strater and R. A. Bryan. # #

PADC Features Management Conference

by GENE BENNETT

PRACTICE AND THEORY were successfully united at the 41st annual meeting of the Pennsylvania Association of Dyers and Cleaners, held at Pittsburgh October 29 to November 1. As a result, 246 PADC members returned to their plants with information about the latest techniques and

improvements in drycleaning management and operation.

A well chosen group of speakers from NICD and the allied trades offered a balanced program on accounting, merchandising and production. The information was presented via discussions, films and actual demonstrations. The convention

also featured two dinners, a dance and entertainment.

At the business meeting a new and "streamlined" constitution was adopted. Under its terms members voted to retain the present officers for another year. The officers are: Meyer Mednick, Philadelphia, president; E. Gates Shull, Jr., York,

treasurer; Joseph H. Needleman, Norwood; Nelson R. Gummo, Williamsport; Clyde W. Peabody, Greenville; A. A. Mastantonio, Jeanette, all sectional vice presidents. W. J. Mooney continues as executive secretary.

A two-day management conference was presented by three members of the management



PENNSYLVANIA OFFICERS, left to right, seated: E. Gates Shull, Jr.; Meyer Mednick; W. J. Mooney. Standing: Joseph H. Needleman, Clyde W. Peabody, A. A. Masciantonio. Nelson Gumm was not present for picture.

engineering department of the National Institute of Cleaning and Dyeing. They were Robert E. Cowie, director; Charles W. Brown, industrial psychologist; and Richard W. Shanbarker, staff accountant.

Through method analysis, flexible plant layout, proper wage incentives and lot-system production control, it is possible to achieve efficient, low-cost production, Mr. Cowie explained in several talks. He of employees pays off, Mr. Brown said. He noted the dry-

ing advantage through experimentation of all the possibilities offered by equipment.

Mr. Brown discussed employee training, supervisors and management responsibilities. He urged "scientific selection of employees" as a means of reducing turnover and obtaining people suited to work in dry-cleaning plants. Many other industries have found that proper training, selection and treatment of employees pays off, Mr. Brown said. He noted the dry-

cleaning industry was just starting to move in that direction.

In discussions on cost comparisons, budgeting and break-even charts, Mr. Shanbarker said the drycleaner who keeps adequate records is in a position to cut costs since he knows where his money is going. Lack of proper records often can deceive a plantowner, he said. A careful check of sales outlets, for instance, will soon indicate whether the outlets are making or losing money for the firm.

In addition to the management conference, five "workshops" were held. Participating were:

Synthetic solvent — Morris Rubenstein, Pittsburgh, presiding; Robert L. Bernstein, Alrose Chemical Co.; N. C. Cooper and O. Wade Clanton, E. I. du Pont de Nemours & Co., and Wallace A. Seiler, Dow Chemical Co.

Silk and wool finishing — Joseph E. Beck, Sunbury, presiding; Benton L. Perry, U. S. Hoffman Machinery Corp.; W. B. Caplan, Excelsior Machinery Co.

Sales-advertising-public relations — Clyde A. Betz, Pittsburgh, presiding; P. C. McCutcheon, Dow Chemical Co., and Felix Renick, Institute for Maintaining Drycleaning Standards.

Spotting and wetcleaning — L. Kelvin Heller, Pittsburgh, presiding; Zussman Freeman, New England School of Drycleaning and Consumer Testing Laboratories, Inc.

Petroleum solvent — Jerome Berniker, Pittsburgh, presiding; Mr. Bernstein; Adrian C. Smith, Adrian Research and Chemical Co.; Charles A. Gault, Anderson-Prichard Oil Corp.

As an added feature PADC provided members with experts who were available for private discussions on unemployment compensation, workmen's compensation, general insurance, OPS and WSB regulations.

The featured speaker at the president's dinner, presided over by J. H. Marcus of Pittsburgh, was A. C. Fox, who spoke on human relations and salesmanship. A. A. Masciantonio presided at the banquet.

Secretary Mooney announced at a business session the opening of a PADC-sponsored consumer education campaign. Members will be supplied, at nominal cost, with two different posters each month. The posters will offer information on fabrics and care of garments. Additional posters would be supplied for display in stores, trucks and other places. # #





Two decades of research has enabled SEC to produce and perfect scores of important features in the field of synthetic drycleaning. Many have been copied, but to this day, no other equipment on the market can match all of SEC's features and values.

Just drop us a line for your copy of the Complete SEC Story.

S
SEC CLEANING SYSTEMS

SEC's Speedy Extraction

Fastest on the market...900 rpm. Reduces operating time and solvent costs. Absolutely no vibration. No special foundations necessary.

SEC's Turbulent Agitation

Garments completely submerged at all times for faster, more thorough cleaning. Washing and extraction performed in same unit.

SEC's Purification System

Changes solvent every minute while washing with a minimum of redeposition. Run 2 to 3 times as many loads between changes.

SEC's Filter Pump

Trouble-free centrifugal, packless filter pump for high speed volume solvent delivery. Better circulation for better cleaning.

SEC-o-miser Recovery

Dries, fluffs and deodorizes. Doors at each end to allow straight-through loading and unloading. Unusually high solvent recovery. Handles up to 30 lbs. per load.

SEC's Automatic Operation

Variable operation time. No weighing of loads. Just set timer-clocks and walk away. Tub fills, washes, drains and extracts...all automatically.

Among the Many Other Features

Distillation—Batch or Continuous
55% Larger Solvent Storage
Manually Operated Soap Valves
Up to 100 lbs. per hour Capacity
Everything in One Compact Unit
Famous Dependable SEC Service
Practical Budget-Purchase Plan

WRITE FOR ALL THE OTHER FEATURES



Model AHR

One of the many SEC models available

Sec-o-matic Corporation, 33 LaFrance Avenue, Bloomfield, N. J.

A General Precision Equipment Corporation Subsidiary

Like Palm Beach, Florida and
the Silver Sailfish Derby...

STOD-SOL

and STOD-SOL Test Bundle Service

GO TOGETHER

Landing a sailfish alone is a struggle that compares with some drycleaners' problems in handling "special attention" garments. But it's different with Stod-Sol customers. You not only work with the finest solvent... you can make use of our "Test Bundle" Service, which in effect adds a laboratory and experienced personnel to your facilities, without extra cost. Ask your Stod-Sol distributor for complete details.



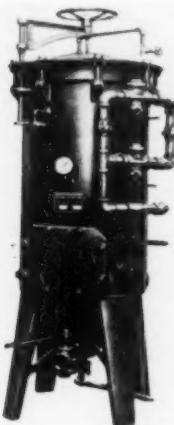
PRODUCERS A REFINERS

Anderson-Prichard Oil Corporation

OKLAHOMA CITY, OKLA.

NEWS NOTES in the TRADE

Sec Adds New Filters



Carl Blackman, general manager of Sec-o-matic Corporation, has announced the addition of a new line of Sec-Olson filters to the company's line of dry-cleaning materials and equipment. The new Sec-Olson filter is manufactured by Olson Filtration Engineers, Inc., Chicago, especially for Sec-o-matic Corporation.

Detailed information on the new Sec-Olson filter is available from Sec-o-matic Corporation, 53 La France Ave., Bloomfield, N. J.

Changeable-Letter Sign



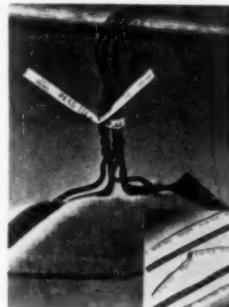
A new sign designed for window display in retail outlets has been announced by A. C. Davenport & Son, Inc., 311 N.

Desplaines St., Chicago 6, Ill. Attention-getting display is combined with space for changeable sales messages.

Eye-catchers in the new sign are two big circles at the top, with "Stop" printed in a red circle and "Look" in a green. These two circles flash off while two red strips of light run down the sides of the sign, leading the eye into the sales message.

The sales message is set up in black letters, 17 $\frac{1}{2}$ inches high, on a lit-up glowing white background. The changeable letters are made of self-aligning, heat-proof acetate and give a maximum light glow when slid into the slots. The sign, trimmed in chrome-finish metal, comes complete with 375 black letters and figures in a compartment box.

Plastic Ties for Hangers



The Plas-ties Company, Santa Ana, Cal., has introduced a new product, vinyl-plastic-covered wire "Plas-ties." The devices are designed to hold two or more clothes hangers together for security, easier handling, and identification. Plas-ties are available trade-imprinted in many individual and combination colors, useful for identifying the will-call or delivery date, special handling, and for other special signaling purposes.

Present users, the company states, report that Plas-ties are easy to use, have great eye appeal, can be reused by the customer, and are valuable as an advertising medium when carrying the firm's name and phone number. According to the manufacturer, use tests have shown that the product is moisture-

proof, fadeproof, dirt-resistant, and withstands expansion and contraction. Plas-ties are available in sizes ranging from 4 to 16 inches.

New Huebsch Washer



The Huebsch Manufacturing Co., Milwaukee, Wis., has announced that it is now manufacturing a new open-end washer. The new Huebsch washer has a 37-by-18-inch cylinder with a rated capacity of 50 pounds, and is powered by a $\frac{1}{4}$ horsepower electric motor. Built of stainless steel, the washer has a glass door for convenience and visibility. Cylinders reverse automatically.

The standard model is manually operated. Accessories for converting to semi-automatic operation and timer-operated outlet valves are available.

Sorting Reel by V & W



A new assorting reel has been introduced by V & W Equipment Company. According to an announcement by Charlie Waits, the reel permits one girl to do the work of two, and comes with enough numbers and letters to adapt it to

any system. The reel holds up to 240 suits or 420 dresses, has 16 feet of assorting space, is 68 inches tall and 5 feet wide. Mr. Waits states that it will not turn over or tip.

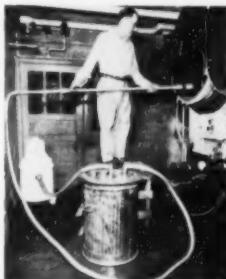
For complete details, write to V & W Equipment Company, 664 W. Peachtree St., Atlanta, Ga.

Soap With Chlorophyll

A detergent containing chlorophyll has been introduced by Nu-Pro Mfg. Co. for use in charge systems. According to the manufacturer the new product, named "Chargin," eliminates distillation troubles, gives high soil removal, reduces spotting and wetcleaning, eliminates "ringing" when spotting is necessary, does not cause filter pressure and is odorless. Demonstrations of Chargin are available from representatives of Nu-Pro jobbers.

Further details may be obtained by writing to Nu-Pro Mfg. Co., 2918 Washington Ave., St. Louis 3, Mo.

Heavy-Duty Vacuum Aid



Multi-Clean Products, Inc., St. Paul, Minn., has introduced "Add-a-Tank," new heavy-duty vacuum cleaning accessories. According to the manufacturer, with these accessories any regular industrial vacuum cleaner can be converted for all kinds of extra-heavy-volume vacuum cleaning, including furnace and boiler. With the attachments available, any standard 30-gallon or smaller galvanized ashcan can be added on to the suction line of the industrial vacuum. Operation is either wet or dry pickup.

Multi-Clean also states that



Perfect Companions...

fletcher 33 INCH 90 POUND EXTRACTOR and the 36" x 54" washer

So many establishments show a decided preference for the 36" x 54" dry cleaning washer. Yet only from Fletcher can you get the perfectly matched extractor . . . the Fletcher 33". This holds a full 90-pound load, so no time is lost between washing and extracting operations. It is one in our complete range of size and into it has been built many of the outstanding features that dry cleaners have acclaimed in the Fletcher 65 and 135 pound extractors. Investigate the Fletcher line—for economy and dependability.



Note these Features

Safe—Won't start until cover is closed. Cannot be opened until basket is stopped. Smooth stainless steel basket cannot harm fabrics. **Self-Balancing**. Exclusive Fletcher "Super Self-Balancing." High stability up to 10 pounds out of balance.

For full details—write—

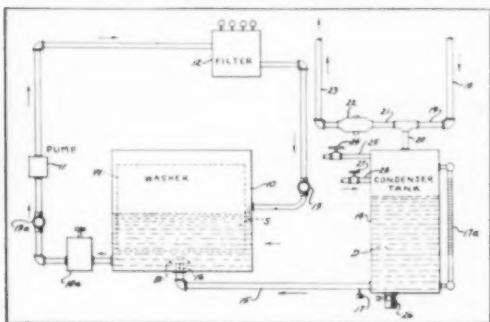
FLETCHER WORKS

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hazardous areas can be safely vacuumed without danger of explosion, since only the ashcan assembly need be in the danger area, while the vacuum is left outside and connected with a sufficient length of hose.

Parts of the Add-a-Tank outfit, which are available individually, are cover plate assembly with 5 feet of metal hose, 15-foot metal hose assembly, extension pipes, flexible tool, flue scraper and wire brush tool.

Humidifier for Drycleaning Systems Patented



MOISTURE ATOMIZER (16) is screened from garments by baffle (B)

A patent has been issued to Joseph Lascari of Torrington, Connecticut, covering a device for injecting finely dispersed distilled moisture into the dry-cleaning washer. It is intended for use with either a charge or a batch system of using deter-

gents. The source of the distilled water is a condenser tank forming part of the drycleaner's steam return setup. This tank is provided with means for adding tap water if necessary, or removing excess condensate, Mr. Lascari states.

Ford Trucks Get Automatic Transmission

Ford Division of Ford Motor Company has announced that its new 1953 line of F-100 series trucks, including the pickup and panel delivery, will be equipped with fully automatic transmissions as optional equipment. The company states it is first to announce utilization of a fully automatic transmission in this type of truck.

"Ease of driving and reduced operator fatigue, plus economy which averages approximately the same as conventional drive, make the fully automatic Ford transmission an outstanding performer," said L. D. Cruse, vice president of Ford and general manager of the Ford Division.

L. W. Smead, general manager of Ford Division, and W. E. Kimbrough, truck sales manager, said the automatic transmissions would be available on the F-100 series of Ford trucks when the 1953 truck line is introduced early next year. Mr. Smead said it was planned to introduce the automatic transmission on the Ford parcel delivery trucks later on in the year.

The new truck transmission has a high degree of interchangeability of parts with other

Fordomatic transmissions, insuring immediate availability of service parts, H. G. English, transmission engineer, pointed out. The new automatic transmission will be available for light trucks with either the Ford V-8 or the 6-cylinder engines.

New Buckeye Detergent



A new cleaning fluid for use with both synthetic and petroleum solvents has been announced by John Young, sales

manager of the Buckeye dry-cleaning division of the Davies-Young Soap Company, Dayton, Ohio.

Called Buckeye Clean-Charge, the new fluid can be used in systems with or without rinsing equipment. According to Mr. Young, a 1/2 percent charge will produce excellent results without rinsing, while heavier charges used with rinsing systems produce still further improvement.

Clean-Charge was developed in the Davies-Young research laboratories after more than two years of research, the announcement states. Plant tests showed a freedom from odor resulting from its use, Mr. Young reported, and also that it can be used with any filter powder now available. He also claimed other advantages such as texturizing of fabrics, controlled moisture and ease of distillation.

Outdoor Display Fixture

A new high-intensity weatherproof black light (long-wave ultraviolet) fixture for outdoor advertising displays and billboards has been announced by Ultra-Violet Products, Inc., South Pasadena, Cal. According

to the manufacturer it is now possible to place effective displays on locations where there is too much light for the old-style fixtures.

In addition, Blak-Ray units are available with two 150-watt flood-type white light fixtures incorporated, and an adjustable intermittent flasher that periodically floods the board with

white light, showing the display in "regular" light, and making the fluorescent colors doubly effective when they appear.

The company also announces a new line of Blak-Ray Bulletin Paints for use with the fixtures for outdoor application. Additional information may be obtained from the manufacturer.

Reliable Introduces Dehumidifier for Winter

A new dehumidifier especially designed for winter use has been introduced by Reliable

Machine Works, Inc. Known as

the #100 Relihumid, the new Relihumid #100, including the

unit keeps the humidity at 50 to

60 percent and eliminates the

danger of mildew in cold damp

weather, it is claimed.

The manufacturer also



connections, with installation accomplished by merely connecting outlets. Power is furnished from any 110V, 60-cycle A.C. unit. Humidity is controlled automatically by a humidistat, and is removed by adsorption rather than refrigeration for operation in the winter season.

Further information may be obtained by writing to Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N.Y.

New Process Announced

A new fabric reconditioning process for the drycleaning industry has been introduced by Fabricare Chemical Corporation, 930 E. 43rd St., Chicago, Ill. The process, the announcement states, has been developed after several years of research. It will be distributed on a franchise basis, and tied in with a national consumer advertising and merchandising program.

Rug Compound for Resale

McCann-Roy, Inc., has announced that it is now distributing Roy 1-2-3, a rug drycleaning compound, to drycleaning stores for resale to their cus-



Don't Lose Customers USE CLEANSERTAG

TAGS that shred or lose their markings can cost you money and customers. By switching to CLEANSERTAG you'll be ahead *4 ways* because:

1. It's extra-strong wet or dry — stays firm despite long submersion in strong solutions.
2. It easily takes both pen and machine markings — holds them sharp and clear all through processing.
3. It always stays flat — there's no curl, no twist to slow garment identification.
4. It costs less than cloth!

Write Today for Free Sample!

HOLLINGSWORTH & VOSE COMPANY

EAST WALPOLE, MASSACHUSETTS

Please send my free CLEANSERTAG samples today. Also send the names of tag manufacturers who use CLEANSERTAG.

Name _____

Company _____

Street _____

City _____



National Lever Principle Hand Marking Machine available with 6, 8 or 10 characters

the
National
can take it!

AND SO CAN THE MARK IT MAKES

Engineered to "take it" . . . built for years of service! The National Lever Principle Hand Marking Machine marks *directly into the fabric* . . . the **only** proven way to make clear marks and to avoid frequent remarking.

For small laundries and dry cleaning plants, there is no substitute for this machine. Before you buy, compare with National. Write today for complete information.

THE National MARKING MACHINE
COMPANY
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tomers. The compound has been tested by a rug research laboratory, it is stated, and gives the drycleaner an opportunity to offer a related service to his store traffic. It is said to be easily applied in a sprinkle, brush and vacuum procedure.

The product is delivered with counter display material and is available at major jobbers, according to the announcement by Murray Jay, sales manager. Informative literature can be obtained by writing McCannRoy, Inc., 630 Fifth Ave., New York, N. Y.

Check-Design Brochure

A brochure outlining methods of increasing company prestige and adding advertising impact through effective check design has been prepared by the Todd Company for the dry-cleaning and laundry field. The brochure, "Change payments into profits with check beauty," incorporates samples of outstanding checks in the industry.

Because each brochure contains actual samples, it will be made available only to company executives who write on their letterhead for "Check Beauty Folder," Todd Company, P. O. Box 910, Rochester 3, N. Y.

Orr & Sembower Bulletin

A detailed description of Powermaster packaged automatic boilers equipped with Voriflow air atomizing oil and premix gas burners is available in Bulletin 1218 from Orr &

Sembower, Inc., Morgantown Road, Reading, Pa.

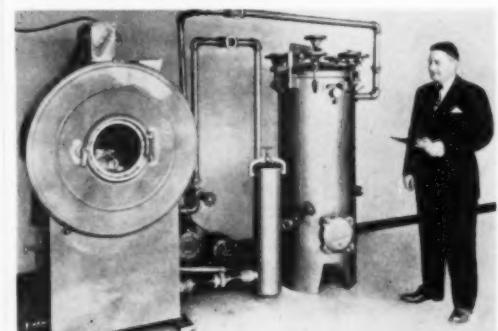
According to the manufacturer, the fuel and air ratio to the Voriflow is correctly proportioned for uniform efficiency at all intermediate points from 100 percent full load firing rate down to 30 percent of full load. The mechanism is an adjustable cam which positions the fuel valve and an adjustable linkage which positions the air damper. These adjustments are set and locked during factory firetesting, so that both fuel and air at any specific firing rate are correctly proportioned for efficient operation with correct CO₂ content and stack temperature of the flue gas.

New Diamond Publication

Modern washroom principles, practices and problems provide the theme of a bimonthly, pocket-size publication just issued by Diamond Alkali Company. Called the "Diamond Washroom Digest," this new 12-page magazine is designed to supplement technical literature presented in periodicals regularly serving the laundry industry, according to James C. Forsyth, manager of Alkali Specialty Sales for Diamond. Written in simple, easy-to-read language for laundrymen, this digest is published by Diamond's Technical Service Division.

Requests for the Diamond Washroom Digest should be addressed to Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio.

New Standard Washer Introduced



C. B. Pugh of the Standard Laundry and Cleaning Machinery Co., Dallas, Texas, recently announced the new Standard Open-End Drycleaning Washer. Designed for petroleum solvent, the washer is available in three sizes—22 lb., 40 lb. and 50 lb. dry weight capacity. The photograph shows this new open-end washer with a Standard filter. The solvent pump is direct motor-driven. This open-end drycleaning washer, Mr. Pugh states, has the same characteristics, such as speed and ease of operation, as the open-end laundry type.

Send garments for dyeing to



ALMORE DYE HOUSE

4412-24 WENTWORTH AVE., CHICAGO 9, ILL.

Leon Teichner, President

Continuously in Business since 1919



THE DYEING NAME OF UNDYING FAME

Sanitone Promotes Chisholm



JAMES CHISHOLM

the constant expansion of Sanitone sales activities, according to G. W. Boyd, Sanitone sales manager.

Mr. Chisholm was formerly district manager of Sanitone's Northeastern district, and was called into the Cincinnati office in 1951 to assume the duties of sales service supervisor. He is a graduate of the University of Cincinnati College of Engineering and served five years in Naval Ordnance during World War I.

Reed Joins Time Savers

Time Savers, Inc., Montclair, N. J., has announced the appointment of Edmund S. Reed as national sales manager of the firm.

Mr. Reed was formerly an executive of a well-known allied trades firm. Before that, he was an executive for 25 years at the Fidelity Union Trust Company of Newark, N. J. He is well known among drycleaners and laundrymen in the Eastern and Midwestern areas. In his new capacity, Mr. Reed will maintain and assure servicing Time Savers products throughout the country, according to C. A. Calder, president of the firm.

J. M. Chisholm, formerly sales service supervisor on the Sanitone staff, was recently named assistant sales manager by A. W. Schubert, executive vice president of Emery Industries, Inc.

Mr. Chisholm will be primarily responsible for technical developments, while G. S. Funk, who has been assistant sales manager for the past two years, will assume responsibility for administration and sales training. The division of duties has become necessary to meet

Johnson Acquires Mears-Kane-Ofeldt

The S. T. Johnson Co. of Oakland, Cal., and Philadelphia, Pa., has announced the purchase of Mears-Kane-Ofeldt, Inc., Bridgeport, Pa., which for over 50 years has manufactured gas- and oil-fired high-pressure steam boilers up to 30 hp.

This business will be operated and expanded as a division of the S. T. Johnson Co.,

manufacturers of oil burners and allied equipment. Robert P. Johnston, vice president, is in charge of the Mears-Kane-Ofeldt, Inc. Division, and will also continue in the capacity of director of Eastern operations of the S. T. Johnson Co. Design, manufacturing and sales facilities will be increased under the new ownership.

Davies-Young Holds Sales Conference



AT BUCKEYE MEETING, left to right, first row: A. E. Harris, J. Tull, H. Ibaugh, J. Graham, R. Bevington. Second row: G. Seiberl, H. L. Steverding, L. Roude, F. Mahoney, K. Johnston, J. Barnett. Third row: J. Whalen, A. Roude, W. Morris, C. Cobb, C. F. Young, chairman of the board. Fourth row: R. F. Masters, Dr. R. B. Trusler, J. McGuire, E. G. Eckerman, R. H. Young, president, and J. R. Young, sales manager.

All regional sales technicians of the Davies-Young Soap Company's Buckeye drycleaning division attended a national sales conference at the Dayton, Ohio, offices of the company October 20 to 22.

Among the subjects discussed

**"SOLVINK is MY spot remover for men's
and children's woolens" Says . . . H. J. O'Hare**



Dobbs Ferry, N. Y.



"I discovered the hard way—that Solvink was my best chemical aid for men's and children's woolens, particularly on crotches, hems, ink stains, sleeve cuffs, pants and other hard set soils. Today I buy Solvink by the gallon."

Discover for yourself the way Solvink removes ink, rust, paint and blood stains quickly and easily. No dissolving, no waiting. And it's **SAFE** for all white and fast colors.

One set of half pints—\$2.25 . . . Use them separately or together, full directions on each bottle. For economy—Pints, Quarts and Gallons Available. Order from your jobber today on this money back guarantee or write Dept. N-122 for free sample.

YOU NEED SOLVINK COMPANION PRODUCTS

- **TANSOL** for Tannin Stains
- **GREENZYME**—Digestant
- **IODAZE** for Iodine Stains
- **SIZ-IN**—Hat Size

GREENVILLE CHEMICAL COMPANY

Corner of E. Stone Ave. & Bennett St.,
Greenville, S. C.

at the meeting were research, new products and new sales methods. John Young, sales manager of the Buckeye dry-cleaning division, emphasized the importance of research to companies in the drycleaner supply business.

Dr. R. B. Trusler, research director, outlined work accomplished by the Davies-Young research departments during recent years, and explained research directed to the development of new products.

New uses of the Davies-Young line of Buckeye products were demonstrated by E. G. Eckerman, market research director. Uses of Buckeye products on new fabrics was one of the subjects he discussed.

Shown during the three-day conference was a new 20-minute color slide film that Davies-Young sales technicians will show before interested dry-cleaning groups throughout the country.

New Distributing Firm

The new distributing concern of Grover Herring & Son Machinery Company has been established by Grover Herring and his son, Grover Herring, Jr., at 3321 Grand Ave., Dallas,

Texas. Facilities of the firm's reconditioning machinery. The new two-story building include executive and sales offices, display rooms, warehouse space and a shop for rebuilding and the Southwest.

ing also featured the installation of new officers: Scotty Moore, Pantex Corp., president; Robert Hull, Los Angeles Soap Co., vice president, and Venice A. Ramsey, Warco Laboratories, reelected secretary-treasurer.

The first president of the club, A. B. Tanner, presented a desk set to the retiring president, E. E. Jewett, of Goss-Jewett Co. Mr. Jewett presented gifts to start bank accounts for new babies of members, a club practice. He also presented a gift to Miss Ramsey in appreciation of her services as club secretary for two years.

The Lad's Club membership comprises allied tradesmen, both manufacturers and distributors, in the Los Angeles area. The organization will play host to the AIL convention next October, and to the next NICD convention to be held on the West Coast.

Biggerstaff Firm Continues

Following the sudden death on October 9 of K. Biggerstaff, partner in K. Biggerstaff Cleaners and Laundry Supplies, Oklahoma City, Okla., Mrs. Biggerstaff has announced that she will continue to operate the business

Lad's Club Installs New Officers



NEW LAD'S CLUB president, Scotty Moore, receives gavel from E. E. Jewett, outgoing president. Looking on are Venice A. Ramsey (left), secretary-treasurer, and Robert Hull, vice president.



On the fourth anniversary of the Lad's Club of Los Angeles (Laundry and Drycleaners Sup-

pliers), the first annual dinner dance was attended by 70 mem-

bers and their wives. The meet-

under the name of Biggerstaff Supplies. Mrs. Biggerstaff, who has been associated with her late husband in the business for the past 27 years, will be assisted by their son, James E. Biggerstaff, who has been with the firm for several years.

Conger Heads Hammond



ROGER N. CONGER

The board of directors of Hammond Laundry-Cleaning Machinery Company, Waco, Texas, have announced the election of Roger N. Conger as president of the company. Wil-

liam S. Hammond, past president, continues as chairman of the board.

Mr. Conger has been executive secretary and general manager for the past six years. He has lived in Waco since 1922 and attended Baylor University before accepting employment with the Cooper Grocery Company of Waco. In 1931 he became associated with the Southern Cotton Oil Company of New Orleans and remained with that organization for 10 years before coming with the Hammond Company. Mr. Conger is active in many social and civic organizations.

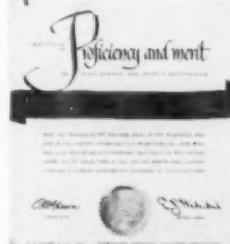
Carman Promotes Sondles

S. E. Moore, president of Carman & Co., Inc., Brooklyn, N. Y., has announced the election of H. E. (Mike) Sondles to vice president of The Carman Distributing Co. with offices in Omaha and Denver. Mr. Sondles will succeed J. J. McMahon, late president of The Carman Distributing Co., who passed away unexpectedly on September 26, 1952.

Mr. Sondles has received years of practical experience and technical training under Jack McMahon, and his inti-

mate knowledge of the industry and of Carman operations well qualify him to assume his new responsibilities.

Street's Certificates



R. R. Street & Co., Inc., Chicago, Ill., has announced that it has already awarded several thousand certificates of proficiency and merit during its current international "Secret Formula" contest. The company plans to award certificates to the first 10,000 entrants.

The certificate illustrated above measures 9½ by 12 inches. The spotter's name is handwritten in the red ribbon strip. At either side of the gold seal at the bottom appear the signa-

tures of C. B. Kasson, technical advisor, and E. J. Heidersbach, spotting consultant.

According to Street's, this certificate was designed for display in the call office, where it is believed it will impress customers and help spotters and plant officials to explain un-serviceable fabrics and colors.

Entry forms for the Secret Formula contest are packed in sets of Street's "Instructor" spotting bottles, which are available from Street jobbers.

FMC Promotes Seaton

Dr. Max Y. Seaton has been named senior vice president and technical coordinator of the Chemical Divisions of Food Machinery and Chemical Corporation, it has been announced by Paul L. Davies, president. FMC Chemical Divisions include Westvaco Chemical Division, Niagara Chemical Division, Ohio-Apex Division and Buffalo Electrochemical Company.

Dr. Seaton was formerly executive vice president of Westvaco Chemical Division. His office will be in the Chrysler Building East, New York City, where the newly created Eastern administrative headquarters

LOCK OUT those TAG LOSSES!

LOSING TAGS?

Tags that tear, disintegrate or shred in processing mean lost dollars. TAGS MADE OF PERMAFIBER STOCK have the strength of solvents and solutions; won't tear or scuff in work; won't break at fastening point; and they stay with the garment from start to finish.

INK BLURRING?

TAGS MADE OF PERMAFIBER STOCK have a new, non-oily, extra-smooth surface that takes ink more swiftly and holds it indefinitely ... identification, as constant and reliable as a finger-print. Clear markings on flat, uncurred tags save precious hours of sorting time.

COLOR RUNNING?

TAGS MADE OF PERMAFIBER STOCK come in Nine Bright, Beautiful Colors that absolutely WILL NOT "BLEED" ... no danger of running garments with running tag colors, no matter what solutions you use. And these distinctive colors give you the most efficient "signal" system!



FOR SAMPLES AND NAME OF THE NEAREST PERMAFIBER JOBBER, WRITE

Permafiber Corporation

Stop watching those dollars go down the drain! If faulty tags are costing you money in garment replacements, wasted labor and customer irritation, do what hundreds of America's most efficient plants are doing ... insist on

MARKING TAGS
made with
Permafiber
TAG STOCK

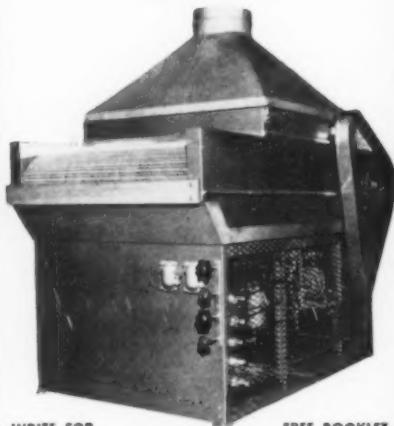
The last word in Laboratory-Engineered Tag Stock ... Scientifically Formulated and Control-Tested to stand up under all Laundering and Cleaning conditions ... dry or wet; to stay flat, flexible, unblurred and color-fast despite the strongest chemicals and solvents. The complete dependability of TAGS MADE OF PERMAFIBER STOCK saves wasted time in marking and sorting, and provides the nearest thing to an iron-clad guarantee that you will lose neither garments nor customers! Don't gamble with your profits; don't settle for less than the best when the best actually costs you less. Follow the leaders ... test PERMAFIBER stock for yourself and you'll always specify —————

TAGS MADE OF PERMAFIBER STOCK!

450 SEVENTH AVENUE • NEW YORK 1, N. Y.

PENETRO PROCESS

JET-ACTION CLEANING



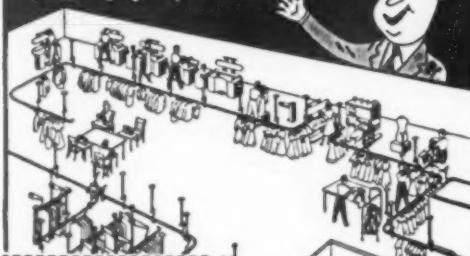
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Box 269

TIME SAVERS' "HI-SPEED" RAIL FITTINGS

**COST AS LOW
AS 77¢ per ft.**



TIME-SAVERS

83-99 Walnut St., Montclair, N.J.
GENTLEMEN: Please send without obligation your FREE booklet on TIME SAVERS "Hi-Speed" RAIL FITTINGS.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ STATE _____

NAME OF JOBER _____

The most Practical and
Economical Conveyor System
for transporting garments within your Plant.



TIME \$AVERS\$
83-99 Walnut St. • Montclair, N.J.

of all FMC chemical operations are located.

The position of executive vice president of the Westvaco Chemical Division has been discontinued. William B. Thom, president of Westvaco, and William N. Williams, operating vice president, will assume the responsibility for the former activities of this office.

Levelol prespotter and Aquadol wet spotter. Copies may be obtained by writing to Edwin B. Michaels, Stamford Chemical Company, 60 Spruce St., Stamford, Conn.

Research Firm Appoints



J. EDSALL RILEY, JR.

J. Edsall Riley, Jr., has become associated with the American Conditioning House, Inc., Boston, Mass., according to an announcement by Herbert J. Wollner, president of the textile research organization. Mr. Riley is widely known in the linen supply business and has had a broad experience in textiles.

J. T. Gormally, formerly superintendent of the Cornwells Heights plant, was appointed assistant to the production manager and will make his headquarters in the Philadelphia office. Frank J. Power, assistant superintendent, becomes acting superintendent at Cornwells Heights.

Stamford Appointment



THOMAS MURPHY

The Stamford Chemical Company has announced the appointment of Thomas Murphy as technical field representative. Mr. Murphy has an extensive background in the drycleaning industry.

The company has also announced publication of a new folder on the use of its products,

New Paper Laboratory

A \$400,000 laboratory for basic research work in the development of new pulp and paper grades manufactured from Southern forests was dedicated at Mobile, Ala., on November 6 by Erline Riis, vice president and general manager, Southern Kraft Division, International Paper Company.

The company's research department is headed by John W. Gilbert, director, and G. S. Mahrey, associate director. Location of the new building adjacent to the division offices at Mobile will permit close coordination of their work with the company's manufacturing and engineering programs.

The Southern Kraft Division has been active in research work for many years. According to Mr. Riis, the research depart-

ment at Mobile will concentrate on basic pulp research problems of company-wide scope, or special work which mill laboratories are not equipped to perform.

Watts Joins Caldwell



ROY W. WATTS

It has been announced that Roy W. Watts, for the past three years owner of the Motor City Trade School of Dry Cleaning in Detroit, Mich., will head sales of drycleaning chemicals for Caldwell Chemical Company, New York, N. Y.

Mr. Watts is a graduate of the National Institute of Cleaning and Dyeing, and has had 25 years of experience in the drycleaning business. His headquarters will be in Detroit.

International Harvester's New Engineering Center



The motor truck division of International Harvester Company has announced the opening of its new engineering building and laboratories. The huge structure, located on the outskirts of Fort Wayne, Ind., houses the company's motor-truck design and experimental work along with its truck research.

With the completion of the

Herman Body Moves East

Herman Plew, president of the Herman Body Company, St. Louis, Mo., has announced that it is now affiliated with Jerry O'Mahony, Incorporated, of Elizabeth, N. J. The new manufacturing facilities will enable the Herman Body Company to distribute its special truck bodies, including all-steel delivery bodies for the drycleaning and laundry industries, more widely throughout the East, without the barrier of high shipping charges. Herman will assemble bodies in New Jersey and plans to produce its full line there as soon as possible.

Benda Distributors Named

The appointment has been announced of M. Gilston & Co., Hartford, Conn., as exclusive distributor for Benda Products, Inc., Cambridge, Mass., in Connecticut and western Massachusetts. Benda has also named Sterling Supply Corp., Philadelphia, Pa., its exclusive distributor in New Jersey and Pennsylvania.

According to Haig Sahagian, general manager of Benda, these arrangements will make it possible to give better service to users of the company's line of drycleaning soaps, chemicals and spotting compounds.



because they just snap on and stay put till delivery time . . . and no snags, either. A one-piece fastener that simplifies marking systems. Your jobber stocks them in ten colors—either wet-strength fibre or cloth. Write for samples or check with your jobber. You'll stick to Daily Delivery Tags too, because they suit your business better.

**DAILY
DELIVERY TAGS**
Pittsburgh

1112 GALVESTON AVENUE
PITTSBURGH 12, PA.



BUY CHRISTMAS SEALS

Stauffer
CHEMICALS
SINCE 1885

CARBON TETRACHLORIDE

99.99% Pure

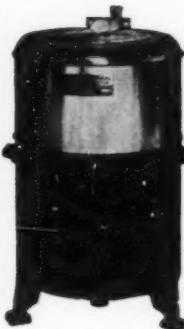
Also

ZOL

Specialty Carbon Tetrachloride
Base Drycleaning Mixture

STAUFFER CHEMICAL COMPANY

420 Lexington Avenue... New York 17, N. Y.
221 North LaSalle Street... Chicago 1, Illinois
824 Wilshire Boulevard, Los Angeles 14, Calif.
636 California Street, San Francisco 8, Calif.
326 So. Main St. Akron 8, Ohio
P.O. Box 7222 Houston, Tex.
Apopka, Fla. * No. Portland, Ore.
Weslaco, Tex.



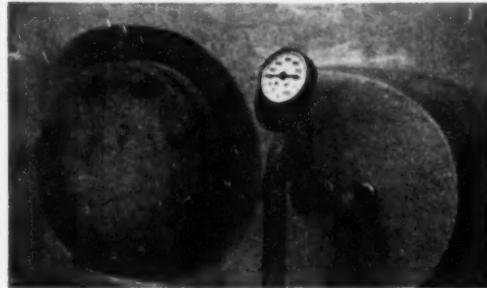
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The most efficient time
and money saving Extractor
on the market.

Made in 15", 17" and 20" sizes.
Send Us Your Inquiry.

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LAUNDRY MACHINE CO.
TOLEDO, OHIO

Maintenance of Insulation



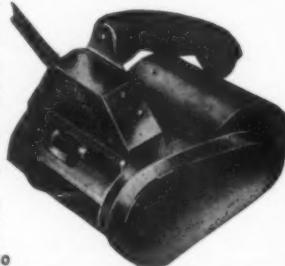
TYPICAL SERVICE OPENING in equipment where insulation is subject to damage during maintenance operations. Note level of insulation around bolted cover to allow for easy removal.

RELIABLE LUSTERETTE

A "MUST" FOR ANY PLANT THAT HANDLES FURS!

- It's the Only Truly Portable Fur Ironing and Glazing Machine
- Just plug in and use; no overhead trolleys, trucks or shafts.
- Can be used in any position.
- Portable, light, compact.

LUSTERETTE, Model L-50, Patent No. 1, 979,030. (Wt. 7 lbs.)
Price ex FOB, Brooklyn, N. Y. \$197.50



RELIABLE also offers a complete line of Fur Cleaning & Fur Storage Equipment. Estimates furnished upon request at no cost or obligation. If you are planning a Fur Storage Vault, do it the Reliable way.

RELIABLE FUR STORAGE EQUIPMENT CO. DIV.

RELIABLE

RELIABLE MACHINE WORKS, INC.

231 EAGLE STREET BROOKLYN 22, N. Y.

Neglect of insulation maintenance often leads to costly heat losses or operating inefficiencies, the Magnesia Insulation Manufacturers Association points out. The need for maintenance may result from normal wear, from failure to repair or replace insulation damaged or removed during alterations, or from routine equipment maintenance work.

Most frequently, the need for insulation repair on pipe lines can be noticed around flanges and fittings which are opened for inspection or other purposes. Pipe insulation adjacent to doors or other moving objects may be damaged if not properly protected. Loose tie wires or bands and damaged canvas covering should be checked and repaired, the association points out. Small fittings insulated with cement are more likely to need periodic reinsulation than pipes and larger fittings having molded insulation.

Equipment is likely to show most need of insulation repair, the magnesia producers say, around openings where the edges are subject to hard contact and abrasion. Vibrating or rotating equipment, when insulated, should be checked frequently to assure the soundness of the fastenings. Loose tie wires or sheared stud welds may allow the insulation to sag or become completely detached.

One of the factors causing neglect of insulation maintenance, it is stated, is the need for stocking insulation materials of various types and sizes such as blocks, pipe sections, cement, canvas, wires and bands. This problem can be solved by arranging with an insu-



Go Modern Use Warco Products



LABORATORIES

1636-40 W. VERNON AVENUE, LOS ANGELES 37, CALIFORNIA

STAIN-A-WAY

To bleach oxidized stains
\$1.75 qt. \$3.90 gal.

DU-TEX

To dissolve pigments
\$2.85 lb. (makes 20 gal.)



DROP-A-NUF

To change elements
of toughies. (perfumes, etc.)
\$2.50 $\frac{1}{3}$ pt.
\$4.75 pt.

* Order from
your jobber or
write direct

lation contractor for periodic inspection and maintenance.

For those who prefer to do their own insulation maintenance, a 96-page manual describing and illustrating application and maintenance techniques can be obtained by writing The Magnesia Insulation Manufacturers Association, 1317 F Street, N.W., Washington 4, D.C.

Bonus Jumps Production

An "equitable incentive plan" in the household department of Manhattan Company, a laundry and dry-cleaning plant in Washington, D.C., jumped production at least 10 percent in the first three weeks of operation.

Established on a departmental basis, the plan gives the employees, in addition to a minimum hourly wage, a certain percentage of the retail value of the work they process. Percentages vary, depending on the amount of work required on an item, such as curtains, blankets and covers.

"We don't get the loafing we used to," Russell C. Jordan, production manager of the drycleaning and storage division, said in comparing the before-and-after aspects of the bonus system.

The plan doesn't require additional paperwork since a close check on production in that department has always been maintained, Mr. Jordan said.



FIGHTING TB

Complete control of tuberculosis is the aim of the National Tuberculosis Association and its 3,000 affiliated state and local associations. They are fighting a nationwide, year-round battle on four fronts — education, case finding, rehabilitation and medical research.

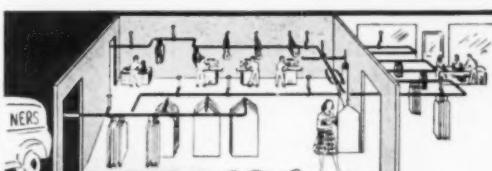
All of this work is supported by the annual sale of Christmas seals. To help the fight against tuberculosis . . .

Buy
CHRISTMAS SEALS

Only GROSS STAR is 12-ways better. Be sure your press plate has ALL-12 advantages.

L. BEHRSTOCK CO.

1708 S. State St.
Chicago 16, Ill.



SAVE UP TO 50%
on HANDLING
COSTS . . .

FREE BOOKLET
SHOWS HOW!



FREE!

ILLUSTRATED INSTRUCTION FOLDER

Simple installation procedures shown step-by-step! Shows how you can install-it-yourself, using what's old & throwaway.



CONTIN-U-RAIL OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

- We provide the inexpensive patented fittings . . . priced as low as 75c each.
- You provide your own $\frac{3}{4}$ " or 1" ordinary pipe.
- You install-it-yourself. No welding . . . No threading . . . No machining!

Free planning service!

MAIL COUPON TODAY!

Without any obligation to me, please send complete information on CONTIN-U-RAIL Overhead Rail Systems.

Name of Firm _____	Address _____
City _____	State _____
Name _____	Jobber _____
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MACHINE COMPANY Inc.

14th St. & Lafayette Ave. Kenilworth, N.J.

Season's Greetings!

May the year 1953

be dedicated to peace
and good will for all people
all over the world

CLEANERS SALES & EQUIPMENT CORP.

201 Washington Street

New York 7, N. Y.

Digest Spots with NOSOK

T. M. Reg. PRONOUNCED "NO-SOAK"



NOSOK digests moisture borne stains. No waiting. Apply it, work it, flush with steam. It's simple. Safe as water to fabrics, yet removes all albuminous spots and many unclassified stains. Insist on **NOSOK**. Order from your jobber today.

An 8-oz. bottle dilutes to $\frac{1}{2}$ gallon.

**Money back
guarantee**

RID and NOSOK are the same price.

Gentlemen: Please send me _____ bottles of NOSOK and _____ bottles of RID. (Individual bottles, \$2.50 ea. Order 2, pay only \$2.25 ea. Order 6 or more, and save at only \$2.00 ea.)

NAME _____

ADDRESS _____

CITY _____

STATE _____

GEORGE E. MEAD CO., 11240 S. ARROYO DRIVE, WHITTIER, CALIFORNIA

PROPS & AD PLACES

NORTH CENTRAL



Harry Herrell Cleaners has moved to larger quarters at 203 W. Main St., West Frankfort, Ill.

Green Cleaners, S. Main St., Salem, Ind., has been sold by John Green to Bob Crockett, an employee of the plant for six years.

Western Drive-In Cleaners has been opened at 2556 Western Ave., Park Forest, Ill.

Garrett Cleaners, E. Benton St., Carrollton, Mo., has been leased by W. O. Smith to William Parkins and his son, Robert.

Owner Lowenstein recently held the grand opening of a new store of Stony Island Cleaners at 543 E. 79th St., Chicago, Ill. The firm has a plant at 8216 Stony Island Ave. and three other branches.

Dutch Mill Cleaners has been opened by Fred Boone at 237 Cedar Ave., Minneapolis, Minn.

Sullivan (Ill.) Cleaners has been leased by Mr. and Mrs. Bob Reece to Bob Hess, who was recently discharged from the Army. Mr. Reece has purchased Klean-Rite Cleaners in Tuscola,

Morrell Cleaners & Furriers, Elgin, Ill., has sold its property at 262 S. Grove Ave. It is retaining enough space to carry on its business until completion of a new drive-in plant.

Henry S. Murray has announced his retirement and the sale of Murray Cleaners in Bedford, Mitchell and Ooltitic, Ind., to Mr. and Mrs. Richard Schulz.

The Shoger Cleaning plant at 309 S. Main St., Wheaton, Ill., has been purchased by H. S. Grafund. Darwin Shoger plans to go into the drycleaning business in Miami, Fla.

The partnership of Paul Heidenreich and Max Kolb in North End Tailors and Cleaners, 356 Dundee Ave., Elgin, Ill., has been dissolved. Mr. Kolb will continue the business while Mr. Heidenreich will establish Paul's Tailor Shop at 350 Dundee Ave.

Ideal Cleaners, 25 S. Vine St., Greencastle, Ind., has been sold by Mrs. Gertyde Crawley to Clifford Frazier.

Robert's Service Cleaners, 22 W. Burlington St., Wesmont, Ill., has been taken over by Helen J. Novak.

Kill Odors with RID

T. M. Reg.



With RID, you destroy garment odors while removing the stain, right at the spotting board! RID, containing Chlorophyll, leaves garments clean and "airy-fresh." Order RID from your jobber today.

An 8-oz. bottle dilutes to 1 gallon.

ARROW



P-98
Light
Duty



HAND STAPLERS
for TAGGING

P-22
Heavy
Duty

- Compact, portable—weighs only 7 oz.
- All steel construction—chrome finish
- Loads 100 S-98 staples

- Throat reach 2 1/4"
- All steel construction—chrome finish
- Some machine loads 150 staples—sizes 1/4" and 5/16" leg lengths

ARROW FASTENER CO., INC.
ONE JUNIUS STREET, BROOKLYN 17, N. Y.

Mount Morris (Ill.) Cleaners. of Nieuirk's Cleaners at 310 311 E. Hitt St., has been bought by Burlen Davis from Gerald Dixon.

Wickliff Cleaners, Indianapolis, Ind., has opened a store at 1219 E. 16th St., under the management of Mrs. Romana Martin.

Biteway Cleaners, Manteno, Ill., has been sold by Adrian Brown to "Bud" Weber.

Louis Nieuirk is building a two-story addition to the plant

T. D. Smiddy has joined his brother-in-law, Virgil Smith, as a partner in Smith's Cleaners, Fredericksburg, Mo.

A new building is under construction for Al's Cleaners on Main St., Columbia, Ill.

A new cleaning establishment has been opened by Sol Hurwitz at 18161 Wentworth Ave., Lansing, Mich.

SOUTH WEST



Marin Cleaners, 716 Fourth St., San Rafael, Cal., has been sold by Elizabeth and Mike Kachuck to Bertram Brown.

Tropical Cleaners has been opened by Nick Garza and Bob Hardin at 1510 Ithaca, McAllen, Tex.

A building permit for remodeling has been issued to Miller Cleaners, 424 E. Broadway, Newton, Kans.

Mr. and Mrs. Don Clemons have purchased Bentley Cleaners, McLean, Tex., and renamed it Don's Cleaners.

Leonard Colton, proprietor of the Lynda Rae drycleaning stores at Huntington Park, Cal., has moved his plant to 3946 Tweedy Blvd.

The plant of Frost Cleaners, 408 N. 25th St., Waco, Tex., was destroyed by a fire of unknown origin. Owner Weldon B. Frost estimated the damage at \$80,000.

Lusterite Cleaners has been opened at 704 E. Main, Scott City, Kans., by Kenneth Lee.

Allied Cleaners has taken space in the new shopping center at E. 46th Ave. and Josephine St., Denver, Colo.

Cloverdale (Cal.) Cleaners has been sold by John Costes to Marvin King and Wesley Bradford.

Harry Jamison has announced the closing of Higgins (Tex.) Dry Cleaners.

Re-Nu Cleaners, Lyndon, Kans., has been sold by Mr. and Mrs. V. J. Denny to Mr. and Mrs. Phil Padicord, who also operate Melvern Cleaners.

Art Wills, owner of Plaza Cleaners, Palm Springs, Cal., has purchased Sunset Cleaners from

**If you want "educated" customers
to spend more with you next year
CLIP AND MAIL THIS COUPON TODAY**

**Taylor Host Inc.
718 N. Avenue 53
Los Angeles 42, Calif.**

Gentlemen: Please send me complete information on your programs of advertising. I am most interested in (check):

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City

Zone State

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ONLY CYCLONIC COMBUSTION GIVES



Cyclonic Combustion, the revolutionary new flame control used exclusively in Cyclotherm steam generators, reduces heating surface requirements from 5 to just 3 sq. ft. per B.H.P.—produces 66% more heating power per sq. ft.

Cyclonic Combustion controls flame characteristics in a revolving spiral vortex traveling the full length of the furnace to insure the maximum in heat transfer without direct flame impingement or hot spots. This high heat transfer rate enables Cyclotherm 2 pass generators to maintain a guaranteed minimum efficiency of 80% for any steam requirement—at a saving of up to 1/3 the space of conventional package steam generators.

Cyclotherm steam generators with patented Cyclonic Combustion offer these additional features: Full power operation from a cold start in 15 to 20 minutes. Savings up to 50% on maintenance. Greater fuel savings. Boilers designed for oil or gas operation from 18 to 500 h.p., 15 to 200 PSI operating pressure.

Find out how Cyclotherm will fill your steam requirements. Write today for free illustrated folder.



CYCLOTHERM STEAM GENERATORS
DIVISION UNITED STATES RADIATOR CORP.

CYCLOTHERM, DEPT. 33 OSWEGO, NEW YORK

IT'S HERE !!! The Anderson EASY-LOCK Drapery Protector

—the greatest Time and Money saver yet devised for concealing hooks while draperies are being cleaned

How It Works—

Top is pulled up and with a simple twist locks open. Drapery hooks are slipped into holes without scratching fingers or damaging drapery material. After hooks are inserted—a twist of the top and the heavy duty spring pulls cover down tightly.

→ Shown open and closed.

→ Hooks locked in—ready for cleaning



Takes up to 12 hooks, and when ready for the cleaning process each book held tightly in place—material cannot be damaged. After cleaning, pull top up—twist and lock open and hooks come out easily. Money back guarantee—order a dozen today.

NOW IN USE BY MANY LEADING DRY CLEANERS

\$9.00 a doz.
\$105.00 a gross



ANDERSON SPECIALTY MFG. CO.

5 Hunt Rd. W.E. Jamestown, N.Y.

Gentlemen,

Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for \$9.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.

Name _____
Street _____
City _____ State _____

THE ONE-TWO SYSTEM KNOCKS OUT STAINS AND SOIL WITH INEXPERIENCED HELP

WITHOUT rings, swirls, set stains, redressing,
drying, feathering or digesting!

A CHAMPION
since 1947
in hundreds of successful
installations



All you do is:

1. Pre-spot with water activated
with MARCLENE Penetrant.

Then without drying:

2. Rinse in solvent activated
with MARCLENE Detergent.

THE ONE-TWO SYSTEM REMOVES STAINS WITHOUT DIGESTING
IF THEY HAVE NOT BEEN PREVIOUSLY SET.

Manufactured By
MARCLENE CHEMICAL PRODUCTS CORP.
1181 JEFFERSON AVE., BUFFALO 8, N.Y.

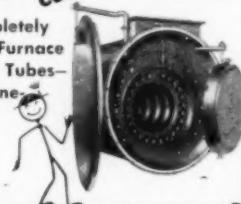
the Season's Greetings

Western
Laundry Machinery Company
North Kansas City, Mo

from the manufacturer of
The WESTERN LINE of Extractors,
Laundry Washers, Dry Cleaning
Washers, Complete Dry Cleaning
Plants

EASY TO CLEAN! AMESTEAM GENERATOR

To completely
Expose Furnace
and All Tubes—
Open One-Piece
Rear
Flue
Cover . . .



Then Open
One-Piece
Rear Baffle

There are
Ample
Clean-Out
Doors in
Front End
Too!

AMES IRON WORKS

INCORPORATED
OSWEGO, N.Y.

10 to 500 h.p.
15" to 200" w.p.
OIL or GAS

Herman Wallman, Mr. Wills branches of the Cut-Rate Cleaners also operates a plant in Indio, Calif., and a branch in Ventura County.

Zenith Cleaners, Carroll St. and Columbia Ave., Dallas, Tex., has opened a store in Casa Linda Plaza, under the management of Wesley Morrow.

Welch Cleaners has leased space in a shopping center under construction at Marceline and Kellogg Sts., Wichita, Kans.

I. Alderete, owner of Rossymore Village Cleaners, 1307 N. Verdugo Rd., Glendale, Cal., has opened a branch plant at 925 Foothill Blvd., La Canada.

Fort Cleaners and Tailors has been opened by C. C. Smith at Killeen, Tex. Mr. Smith also operates a plant at Copperas Grove.

Mr. and Mrs. Roy Wallace have sold their cleaning establishment at Burlingame, Kans., to Mr. and Mrs. William Masters, Jr.

Thrift-D-Lux Cleaners, Glendale, Cal., has bought the four

A new plant for Carlson's Cleaners, Brady, Tex., is under construction to replace the building destroyed by fire last summer. Owner Tommy Carlson plans to install all new equipment.

Cob's Cleaning Shop, Longton, Kans., has been leased by Charles W. Miller to C. B. Lovan.

Mr. and Mrs. John Ginter have opened the Crenshaw Village Dry Cleaning Plant at 3917 Santa Rosalia Drive, Los Angeles, Cal.

Stag Dry Cleaners, Beaumont, Tex., has been sold by J. B. Woods to Mrs. Marjorie Silvia.

Bob's Cleaners has been opened in Ashland, Kans., by Mr. and Mrs. Bob Wallace.

Pioneer Cleaners, 116 W. Main St., Barstow, Cal., has been sold by Herman Hamm to Mr. and Mrs. Howard V. Taylor.



Beardsell Dry Cleaning Company, Concord, Mass., has moved to a new location.

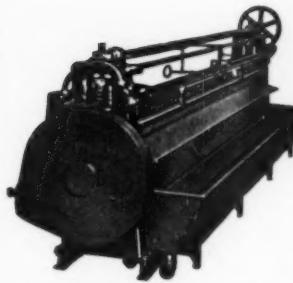
president and general manager, and Herbert Schwartz, plant manager.

Peggy's Cleaners has been opened at 618 Brushton Ave., Brushton, Pittsburgh, Pa.

The business name of Quality Dry Cleaners, R 231 Main St., Meyersdale, Pa., has been filed by Charles H. and Pearl P. Deist.

Vogue Cleaners and Dyers, Plainfield, N. J., has opened its seventh branch store, at 403 North Ave., Dunellen. Officers of the firm are Isadore Schwartz, president, Gerald Schwartz, vice

James F. Anthony, founder and operator of James F. Anthony Cleaners, 2418 Peach St., Erie, Pa., recently celebrated the firm's thirtieth anniversary.



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CAMBRIDGE CITY
• INDIANA •

Parkway Dry Cleaners has been opened by Myer D. Jones at the new Wilmington (Del.) Merchandise Mart.

Girard (Pa.) Dry Cleaners and Laundry has been sold by Charles Shadie to James Callista, Sr., owner of Kalkwaa Cleaners in Erie.

Blackstone Cleaners has been opened by Lawrence Rosen at 558 S. Broadway, Yonkers, N. Y.

Claude J. Auen has filed the business name of Claude J. Auen Cleaners, 313 Hays Ave., Mt. Oliver, Pittsburgh, Pa.

Owner Jerry Epstein has moved Sanitary Cleaners to new and larger quarters at 240 Post Road, Darien, Conn.

Strand Valet Service, Doylestown, Pa., has opened a branch at 109 E. Broad St., Quakertown, under the management of Frank Rufe. The business is owned by Adelaide and Bob Fighera.

John Lawrence, co-owner and manager of Superior Cleaners, has announced the opening of the firm's new laundry plant at

404-410 Chandler St., Worcester, Mass.

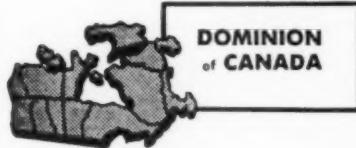
The 1 Hour Thoro Cleaning Stores has opened three stores in Harrisburg, Pa., at Third and Chestnut Sts., 407 Walnut St., and 312 N. Second St.; it was announced by Robert Howard, general manager.

Mrs. Hedy Stark has filed the business name of Mayflower Cleaners, 108 Broadway, Passaic, N. J.

The partnership of Norman Watson and Anthony Fragale in Clarion (Pa.) Dry Cleaning Co., Liberty St. and Sixth Ave., has been dissolved. Mr. Watson has announced plans to construct a new plant on Sixth Ave.

One-Hour Cleaners has leased a store for its Loudon Cleaners in the new Loudon Center at Loudonville Rd. and Northern Blvd., Albany, N. Y. The One-Hour chain, headed by Jess Freedman, also has three stores in Watertown and another in Albany.

Richard B. McConnell has opened One-Hour Dry Cleaning on W. High St., Ebensburg, Pa.



Charles Cleaners, Brighton, Ont., has been sold by Charles E. Rowsome to Don Vincent.

John Sims and G. N. Jones have bought the drycleaning business of Harry Lindstrom at Coronation, Alta.

Burton Cleaners Ltd. has opened its sixth store, at 114 Sydenham St., Brantford, Ont.

Super Cleaners, Nelson and Elizabeth Sts., Wallaceburg,

Ont., has been sold by Verne Christian to Frank Woodman.

Fort (Sask.) Cleaners and Dryers has been installed in its new plant by R. E. Bougie and O. R. Riopel.

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NORTH
WEST

Lakota (N. D.) Dry Cleaners renamed the business Orchid has been purchased by Norris Cleaners, W. Nelson from Julius Berg.

Mr. and Mrs. Virgil Holgate have opened Virg's Cleaners at Tigard, Ore.

Eich's Cleaners has been opened by Karl Eich at Troy, Idaho.

Owner Hal Harker has modernized the store front of Model Cleaners, Anacortes, Wash.

Keeney's City Cleaners, Redmond, Ore., has been sold by Wayne Keeney to Joe and Doris Tuckfield. The new owners have

Peerless Cleaners, Grangeville, Idaho, has been sold by Horace N. Parker to J. C. Beck.

Mrs. M. Madison has opened 82nd Cleaners at 10101 S. E. 82nd Ave., Battin, Ore.

Quality Cleaners, Burns, Ore., has been sold by Mr. and Mrs. James Parker to Avel Diaz and Kenneth Rutherford.

The name of Modern Cleaners, Priest River, Idaho, has been changed to Sinchak Cleaners.



SOUTH
EAST

French Benzol Cleaners and Laundry, a Miami chain, has opened a branch at 18457 Dixie Highway, Ojus, Fla., and one at 6131 N. W. 32nd Ave., Hialeah.

Claude W. Frohburger, owner of Square Cleaners, 251-253 W. Page St., Gastonia, N. C., has announced installation of all new equipment.

The drycleaning room of Super Cleaners, Inc., 715 Scott St., Covington, Ky., was seriously damaged by a recent fire. The plant is owned by Joseph Kennedy.

A branch store of Vogue Cleaners-Laundry, part of the Ben Darby Enterprises, has been opened in the new Central Plaza shopping center at Central Ave. and 34th St., St. Petersburg, Fla.

Economy Cleaners, 134 King St., Charleston, S. C., has been sold by Mr. and Mrs. E. H. Ames to Lawrence E. Richter.

AYR-MOR HOLDS MORE

The new Ayr-Mor Compact dry cleaning has more capacity—handles more clothes—reclaims more solvent—does more in every way. Send for new bulletin.

Ayr-Mor MACHINERY CO.
6546 No. Sheridan Rd., Chicago 26, Ill.

Dan Touchton has purchased Beauchamp Dry Cleaners in Trenton, Fla.

Goldman Stanley and Ben Hatmaker have reopened a dry-cleaning plant in Whitley City, Ky., which they had closed about a year ago.

Ranson's Cleaners has been opened at W. Commerce and James St., Aberdeen, Miss., by Ernie Ransom, who recently returned from service in Korea.

Model Cleaners, Milton, Fla., has been bought by Hubert McGowan, who recently returned from service with the Air Force, and Ben Hall.

OBITUARIES

Kensee Biggerstaff, partner in K. Biggerstaff Cleaners and Laundry Supplies of Oklahoma City, Oklahoma, died October 9 after a heart attack. A native of Kentucky, Mr. Biggerstaff moved to Oklahoma City in 1923. He was a World War I veteran of both the Army and the Navy, a member of the American Legion and Masons. Mr. Biggerstaff is survived by his wife, two sons, his mother, two brothers and four sisters.

Frank F. Cooper, 68, owner of Empire Dry Cleaning Company, Toronto, Ohio, died October 17 after a brief illness. He was a member of the Eagles. Surviving are a son, a sister and three brothers.

Isadore Holtz, 58, owner of Stanton Cleaners, Washington, D. C., died recently. He was a World War I veteran, a member of American Legion, Jewish War Veterans and the Stanton Park Citizens Association. He is survived by his widow, a son, two daughters, his father, two brothers and three sisters.

John J. Wallace, 62, a senior sales representative of Carman & Co., Inc., Brooklyn, New York, died suddenly November 7 as a result of a heart attack suffered while calling on the trade. He had been associated with the drycleaning and laundry industry for over 25 years and during the past 23 years had represented Carman & Co., Inc., to the New Jersey trade. Mr. Wallace is survived by his wife, a son, a sister and two brothers.

Lee W. Workman, 56, secretary-treasurer and sales manager of Easton Laundries, Inc., Easton, Pennsyl-

NU-WEIGH BASKET FOR WEIGHING AND TRANSPORT- ING YOUR DRY CLEANING LOADS

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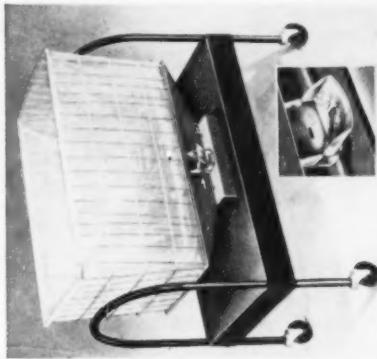
Now you can know the exact weight of your load—now you can control your per-pound costs. 16" x 18" x 32" heavy gauge steel wire basket with removable plastic lining bag. Holds up to 60 lbs. dry weight.

Price
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Weight figures magnified and reflected in mirror—plainly visible without stooping.

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DUAL DUTY TAG-O-LECTRIC FOR DRYCLEANERS

Makes, marks and attaches tags as fast as operator can handle garments. Saves 8,000 handling motions on each 1,000 garments.



TAG-O-MATIC FOR DRYCLEANERS

Marks, cuts, ejects and stocks tags in split-second operations. Any numbers, letters or code.



RIBBON-RITE MARKING MACHINE

Prints thru a ribbon and is always ready. Ideal for marking shirts. Washout ribbon for marking at wet assembly.

LOT-SYSTEM TAG-O-LECTRIC FOR LAUNDRIES

Fastest, simplest, most economical identification for shirts, bachelor bundles and family work.

Use Genuine TAG-O-LECTRIC FIBEROLLS



246 WALTON ST., SYRACUSE 2, N. Y.

KISCO

Steamatic

Vertical Water Tube Boiler

Write For Catalog

Fast Steaming
Refractory Baffles Retain Practically All Heat Units From Fuel
Completely Insulated
Fully Automatic
Equally Efficient With Stoker, Oil or Gas Burner

KISCO BOILER & ENGINEERING CO.
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COMPARE... AND SEE WHY **SO-KLEEN Penetrant**

Reg. U. S. Pat. Off.

IS THE CHARGE SYSTEM SOAP PREFERRED FOR 10 YEARS!

CHECK THESE ACTUAL OPERATION COSTS:

FOR PETROLEUM USERS (REG. SO-KLEEN PENETRANT)	FOR SYNTHETIC USERS (SY PERC SO-KLEEN PENETRANT)
Charge—2 1/2¢ per garment	Charge approx. 1/3¢ per garment
Batch—SO-KLEEN EMULSION approx. 1/2¢ per garment	SY. EMULSION approx. 3/4¢ per garment
Trial size: 15 gal. drum, \$2.15 gal.	Trial size: 15 gal. drum, \$3.13 gal.
(Shipped prepaid east of Mississippi.)	(please list your jobber)

SEND FOR TRIAL ORDER TODAY!

MERSON PRODUCTS CO. 63 Essex St., Jersey City 2, N. J.

Clip and Mail Today!

MULTI-CLEAN

MULTI-CLEAN PRODUCTS, INC.
Dept. NC 12, 2277 Ford Parkway
St. Paul 1, Minnesota

Gentlemen: Send me complete information on the Multi-Clean Method and the items checked below:

- Rug and Carpet Scrubbers
- Portable Wet-Dry Vacuums
- Upholstery Cleaning Machine
- Carpet Cleaning Manual
- Rug Shampoo
- Upholstery Shampoo

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AJAX DRY CLEANING PRESSES

A complete line of presses with all steel construction and six exclusive mechanical features that will save you time and money.



Write for details

WESTERN LAUNDRY PRESS CO.

Salt Lake City, Utah

619 South 5th West St.

vania, died recently. He had been with the firm since 1929, and was active in civic affairs, the Masons and many other organizations. Mr. Workman is survived by his wife, two children, two brothers and two sisters.

MEETINGS SCHEDULED

December 4, 5 and 6—Kentucky Association of Launderers and Cleaners, Annual Convention, Kentucky Hotel, Louisville.

December 7—Wisconsin Drycleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

1953

January 16, 17 and 18—Iowa State Cleaners & Dyers Association and Nebraska Cleaners Association, Annual "Little National" Convention, Fort Des Moines Hotel, Des Moines, Iowa.

January 16, 17 and 18—Michigan Drycleaners Association, Annual Convention, Durant Hotel, Flint.

January 17, 18 and 19—National Institute of Rug Cleaning, Annual Convention, Sherman Hotel, Chicago, Illinois.

January 24 and 25—Louisiana Laundry & Cleaners Association, Annual Convention, Hotel Bentley, Alexandria.

February 12—New Jersey Laundry and Cleaning Institute, Spring Convention, Hotel Essex House, Newark.

February 13, 14 and 15—National Institute of Cleaning and Dyeing, Annual Convention and Large Exhibit, Cleveland, Ohio.

February 25 and 26—North Carolina Association of Launderers and Cleaners, Annual Convention, Ricks Hotel, Rocky Mount.

March 5, 6 and 7—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Calgary, Alberta.

March 18 and 19—Georgia Launderers and Cleaners Association, Annual Convention, Atlanta Biltmore Hotel, Atlanta.

March 19, 20 and 21—Texas Laundry and Drycleaning Association, Annual Convention, Baker Hotel, Dallas.

May 8 and 9—Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, Annual Convention, Helena, Montana.

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is
specialized



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year to report on their products and services in specialized business papers. Your share of that investment is here, in the pages of this paper of yours. Nowhere else can you find such a complete and factful source of everything you need. Time saver? It can be a job saver, a profit saver, a life saver! Read it thoroughly—cover to cover . . . and put it to work!

This business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. It's a paid circulation paper that must earn its readership by its quality . . . And it's one of a leadership group of business papers that work together to add new values, new usefulness, new ways to make the time you give to your business paper still more profitable time.

Special facts for special drycleaners

For the progressive drycleaner, who wants to do a better job tomorrow than he did today, who is concerned with better service, better quality, better management, bigger sales and bigger profits—a special job of reporting the newest trends and developments, to meet your own special needs, every month in

The NATIONAL CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS



NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

Add five words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE?** RICHARD J. MULLER—Lic. Broker, 89-18 184th St., Jamaica, 3, N. Y. Tel: REpublic 9-3016. 1451-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291. 4648-2

DETROIT, MICHIGAN—For sale, 4 solvent cleaning plants with modern equipment, doing \$4,000 to \$12,000 per month. Reasonable price, low down payment, easy terms. KENT JENNINGS, Broker, 4864 Woodward Ave., Detroit 1, Mich. TE 1-7784. 5206-2

DRYCLEANING STORE PLANT, with or without real estate, Brooklyn, N. Y., also vacant apartment available. Other good profitable propositions. FRANK DEUTSCHER, 16 Court St., Brooklyn, N. Y. 5220-2

FOR SALE—SOLVENT PLANT IN CALIFORNIA. Leading wholesale and retail plant in town of over 100,000 population. With modern equipment. Established since 1925. Yearly gross \$150,000. Total price with real estate \$150,000, without real estate \$80,000 with long lease. WELL WORTH INVESTIGATING for the right party. ADDRESS: Box 4930, NATIONAL CLEANER & DYER. -2

FOR SALE—CINCINNATI AREA—Well-established retail plant grossing \$100,000 annually. Excellent reputation for quality and service. ADDRESS: Box 5062, NATIONAL CLEANER & DYER. -2

Excellent cleaning plant in expanding community available. Perfect location. \$1,000 weekly volume. Down payment \$10,000 gives you this ideal set-up. H. L. Nelson, 1896 Elmwood Drive, Highland Park, Illinois. 5095-2

Solvent cleaning plant, New Castle, Pa. Established over 60 years. Strictly retail. 1951 gross \$172,000. Equipment and property in excellent condition, \$35,000 down, balance terms. ADDRESS: Box 5105, NATIONAL CLEANER & DYER. -2

ESTABLISHED SOLVENT PLANT, NORTHERN INDIANA. ALL CASH-AND-CARRY, FINEST EQUIPMENT AND LOCATION. SACRIFICE PRICE INCLUDES REAL ESTATE. ADDRESS: BOX 5130, NATIONAL CLEANER & DYER. -2

One of Baltimore's foremost cleaning plants. Volume for 1951, \$150,000, real estate on main artery, corner property 50 x 100'. All equipment less than 5 years old, individually motorized. 1-30 x 30' Hoffman washer; 1-36 x 54' Hoffman washer; 2-42 x 64' Hoffman washers; 1-40' Amico extractor; 1-48' Amico extractor; 1-10,000 gal. Butler filter; 10-30 x 36" drying tumblers; 5-½-ton panel trucks. Complete spotting, washing and finishing departments. Illness of one of the partners necessitates sale either whole or part. Person or persons financially responsible will need small amount of cash. ADDRESS: Box 5142, NATIONAL CLEANER & DYER. -2

FOR SALE—GARMENT DYEHOUSE. YEARLY GROSS \$15,000-\$20,000. LOCATION: BOSTON, MASS. GIVE AWAY PRICE, \$6,500. ADDRESS: Box 5158, NATIONAL CLEANER & DYER. -2

Western Illinois, modern solvent plant, only plant in town of 3,000 population. Gross sales \$11,000. Will sell for \$7,000. Building 20' x 50'. Can be bought, leased or rented, very reasonably. ADDRESS: Box 5160, NATIONAL CLEANER & DYER. -2

MODERN DRYCLEANING PLANT and five branch stores. All cash-and-carry, good prices, monthly volume \$10,000. Will sell all or lease stores separately. Owner retiring. Established over fifty years. Write: Chas S. Allen Co., 600 E. 19th St., Bakersfield, Calif. 5161-2

Modern solvent plant in the heart of the famed Northwest Mt. Rainier area, is the sole cleaner in a 30-mile radius. Mild climate, 30 minutes from Tacoma. Noted hunting and fishing region. Owner wants to retire. Volume, at \$150 prices, is plenty right now for three to handle, could easily be built to 4-5 man operation. Owner nets between \$6,000 and \$7,000 yearly. Attractive nearly new cement-block building. Excellent equipment, all machines individually motor-driven, includes 1948 half-ton delivery truck. Priced for quick sale, \$12,000; \$6,000 will handle. This price covers plant and all equipment. ADDRESS: Box 5162, NATIONAL CLEANER & DYER. -2

Old-established solvent drycleaning plant. Wonderful location and reputation. Priced low for quick sale, everything including delivery truck at \$10,500. Good machinery, some new, in growing town in middle Tennessee. ADDRESS: Box 5165, NATIONAL CLEANER & DYER. -2

Modern synthetic cleaning plant, Zoric unit. Completely equipped with new Hoffman, Cissell, American machinery. Now grossing \$1,000 per week, prospects of doubling. \$30,000, half cash. C. E. Ebanks, Las Cruces, New Mexico. 5166-2

LARGEST, MOST MODERN SOLVENT DRYCLEANING PLANT IN ALASKA. FULLY EQUIPPED AND LOCATED IN THE HEART OF ALASKA'S FASTEST GROWING CITY. GROWTH POTENTIAL GREAT DUE TO HUGE CONSTRUCTION PROGRAM, AN OUTSTANDING OPPORTUNITY, DOING \$240,000 ANNUALLY. INCLUDES SEVEN (7) TRUCKS AND REAL ESTATE. \$50,000 WILL HANDLE. WRITE FOR COMPLETE INFORMATION TO PEACOCK CLEANERS, INC., BOX 104, ANCHORAGE, ALASKA. 5168-2

For Sale:—One-half interest in old-established solvent plant and building in northwest WISCONSIN, college town, population 8,500. Gross \$26,000. ADDRESS: Box 5169, NATIONAL CLEANER & DYER. -2

Well-established drycleaning business in eastern WEST VIRGINIA, town 18,000 population, modern equipment, central location. Price \$12,500. Owner selling account of ill health. ADDRESS: Box 5180, NATIONAL CLEANER & DYER. -2

Quality solvent cleaning plant, Canton, Ohio. \$35,000 and over per year. Large brick, tile building, and equipment new 1946. Price \$50,000. ADDRESS: Box 5213, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS FOR SALE (Cont'd)

Cleaning plant northwestern Ohio, county seat, university town, over \$50,000 volume, three-fourths of business over counter, no soliciting. All equipment four years old or less in wonderful condition, some of which includes large Detrex unit, four presses, air vacuum, Adjusta-Form, silk puffers, hat machine, Tagomatic marking machine, slick rails, sorting wheels, 10 H.P. Kisco boiler, two Ford panels. Nice roomy brick building, 3-year lease with five-year option, \$90 per month. Price \$35,000. **ADDRESS:** Box 5208, NATIONAL CLEANER & Dyer. -2

IN PHOENIX, ARIZONA. Phoenix' largest wholesale operation. Same owner over 30 years. Retiring. New building, new modern machinery and equipment. Does wholesale leather and dyeing work in 5 states. Excellent volume. This business may be purchased with or without property. Reasonable terms to qualified buyers. **DEAN S. DAVIDSON, REALTOR,** 822 North Central Ave., Phoenix, Arizona. 5221-2

EMERGENCY SACRIFICE, successful drycleaning plant, Investment over \$15,000. Take reasonable offer for quick sale. Owner recalled to service. **ADDRESS:** 1145 Magnolia, West Palm Beach, Fla. 5222-2

Denver, Colorado, drycleaning plant for sale. Well-established, modern in every respect. Located on a busy street in this fast-growing city. Long lease on building. Owner wishes to retire after forty years in business. **IMPERIAL CLEANERS,** 236 Broadway, Denver, Colorado. 5223-2

TUCSON, ARIZONA. Modern 140 F plant plus two stores in shopping centers, 95% cash-and-carry. Real estate, equipment and trucks in excellent condition. Price including real estate \$50,000. **ADDRESS:** Box 5224, NATIONAL CLEANER & Dyer. -2

Dry Cleaners—\$30,000 volume, low overhead. Only \$5,000 down. Vic unit, etc. Close to Washington in **ARLINGTON, VIRGINIA.** Jefferson Realty Co., 2204 Wilson Boulevard, Arlington, Va. 5225-2

Is there someone in this United States who is looking for the chance of a lifetime? Due to ill health must offer an outstanding drycleaning business for sale. Established twenty-five years, all-new solvent plant, all new equipment and a furnished home all ready to move into. Want to locate in another climate by January or February 1st. This business has shown a steady yearly volume increase—getting top prices for services and the price is amazingly low for quick sale. Write: Box 5238, NATIONAL CLEANER & Dyer for further information. 5238-2

Drycleaning store, tailoring, furs. Sec unit, fully equipped. Top location. Volume \$18,000 a year. Sacrifice, best offer. Rado Cleaners, 462 Jericho Turnpike, Mineola, L. I., N. Y. 5240-2

SOUTHERN MICHIGAN—Synthetic plant, fully equipped. Downtown location. Priced to sell. Fred W. Godden, 106-110 E. Washington, Jackson, Michigan. 5243-2

WELL-ESTABLISHED SOLVENT PLANT in **OHIO**, county seat of 10,000. Golden opportunity for cleaner and wife. Death of partner reason for selling. **ADDRESS:** Box 5244, NATIONAL CLEANER & Dyer. -2

MODERN CLEANING PLANT WITH RENTAL INCOME of \$550 per month. Can be increased. Most prosperous oil-refinery and carbon-black town of 30,000 and trade territory in the Texas Panhandle. Large steady payroll. Good business year around. Can be increased by adding laundry. A money-maker. Carters Cleaners, Box 122, Phillips, Texas. 5246-2

Old, well-established firm in Midwestern town of 75,000 population. Quality cleaning \$1.50 price. Approximate gross \$65,000. Productive wages average 85¢ per hour. Long lease and option to buy real estate. **\$7,500 WILL HANDLE.** **ADDRESS:** Box 5247, NATIONAL CLEANER & Dyer. -2

Synthetic retail drycleaning store. Sacrifice for disposal at once. Annual business \$80,000. Cash-and-carry, fully equipped, up-to-date. Well known in the community. Best location, long lease, moderate rental. Price \$50,000, cash \$30,000, \$20,000 balance, terms. This includes customers' merchandise and supplies. **ADDRESS:** Box 5248, NATIONAL CLEANER & Dyer. -2

LOOK—Compact plant completed fall 1951, costing \$30,000. Minimum operating overhead. Gross cleaning, Hoffman finishing equipment. Already doing volume business at profit-making prices. Man to invest \$10,000 or buy. Balance, terms. Write: 35 Summit Avenue, Albany, N. Y. 5249-2

Drycleaning plant for sale. Good equipment, building included. Good farm and oil-field trade area. Price \$9,000. Ideal Cleaners, Madison, Kansas. 5250-2

Old and reputable business in beautiful new building equipped with modern petroleum plant and 5,000-capacity Haertel for storage vault. Present volume \$85,000 yearly plus selected wholesale accounts (more available). Capacity and layout for \$150,000 yearly. Expandable on 90' x 150' lot, also rental property with real estate. Will sell business for \$85,000 with lease, or business and real estate for \$135,000. Located in N. E. Pennsylvania on state highway in center of valley of 200,000 population. Must be seen to be appreciated. **ADDRESS:** Box 5251, NATIONAL CLEANER & Dyer. -2

Drycleaning, laundry plant, real estate, trucks, new equipment. Excellent business. Write: Homer G. Bulard, 25 N. Center St., Corry, Pa. 5252-2

For Sale—Cash \$35,000—U. S. Hoffman Economy Petroleum unit. Three combination, one wool, three hot heads. Model X presses. 15 H.P. natural gas-fired boiler. All bought new April 1947. 150 x 150' lot, building concrete blocks, 30 x 70', 3 trucks. Population 5,000. **ADDRESS:** Box 5261, NATIONAL CLEANER & Dyer. -2

CLEANING PLANTS WANTED

WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. **BUYERS WAITING—LIST YOURS.** RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1

Have buyers available for going cleaning plants. Send details on volume, equipment, prices, real estate involved, together with full asking price and terms. H. L. Nelson, 1896 Elmwood Drive, Highland Park, Illinois. 5096-1

BUSINESS OPPORTUNITIES

WANTED TO BUY—Chemical supply business that has name-brand agencies, catering to the drycleaners in Maryland or nearby states. **ADDRESS:** Box 5120, NATIONAL CLEANER & Dyer. -11

Drycleaning plant store, Solvent unit, sales \$28,000 year, good prices. Modern equipped, no competition, small town, 12-room apartment, store 25 x 38. Price with property \$35,000. Apple Company, Brokers, Cleveland, Ohio. 5265-11

HELP WANTED

WORKING FOREMAN for central Illinois long-established, high quality, exclusive drycleaning plant. New buildings and equipment, \$150,000 annual volume. Must have expert knowledge and experience in every phase of drycleaning, also training new help. Here is a rare opportunity for a well-informed, sober and dependable married middle-aged man to permanently connect himself and secure his future with a high-class organization. Please give full and detailed experience in first letter. **ADDRESS:** Box 5264, NATIONAL CLEANER & Dyer. -7

Working manager to take charge—experienced in all details including spotting for retail high-quality cleaning store, midtown, New York City. Plant on premises. **ADDRESS:** Box 5205, NATIONAL CLEANER & Dyer. -7

Spotter for ladies' woolens and silks. Medium-size plant, located near Nashville, Tenn., year-round job. State salary expected and information. **ADDRESS:** Box 5242, NATIONAL CLEANER & Dyer. -7

WANTED—Working manager for Virginia retail plant. Salary and bonus, or will lease plant and building to responsible party. **ADDRESS:** Box 5177, NATIONAL CLEANER & Dyer. -7

Manager for drycleaning plant with stores doing \$150,000 annual volume in Iowa town. Send qualifications and experience. **ADDRESS:** Box 5258, NATIONAL CLEANER & Dyer. -7

Large mid-Atlantic city, plant volume one to two thousand dollars weekly, wants reliable man to supervise department. Give salary desired and experience. Reply: Box 5263, NATIONAL CLEANER & Dyer. -7

SITUATIONS WANTED

Technical spotter, employed, strictly sober, dependable, family man, wants manager's position, have small-plant manager's experience. Can be investigated, wants to advance self, drycleaning life trade. Permanency a must. Not best, above average. ADDRESS: Box 4853, NATIONAL CLEANER & DYER. -5

MANAGER OR SUPERVISOR'S position wanted with a future. Thorough knowledge of drycleaning theory and practice. N.I.C.D. and college graduate. Young, personable, married. New York City only. ADDRESS: Box 5116, NATIONAL CLEANER & DYER. -5

Working Manager, NICD graduate, working now in petroleum plant, retail, in New Jersey. Experienced, understands wage incentive and production control. 31 years old, married. ADDRESS: Box 5186, NATIONAL CLEANER & DYER. -5

WORKING SUPERINTENDENT—Excellent all-around spotter, with full knowledge of all phases of drycleaning, desires position in West or Southwest. Family man, thoroughly dependable. Place must have living quarters available for family. ADDRESS: Box 5230, NATIONAL CLEANER & DYER. -5

SPOTTER, DRYCLEANER, NICD graduate, capable of supervision or management of a quality plant. Sober, reliable, loyal. Age 33, married. All replies answered. ADDRESS: Box 5231, NATIONAL CLEANER & DYER. -5

WORKING MANAGER—EXPERIENCED IN ALL BRANCHES OF DRYCLEANING. MARRIED. WISHES STEADY POSITION WITH FUTURE. ADDRESS: PLANT MANAGER, 2962 A. N. BREMEN ST., MILWAUKEE, WIS. 5232-5

Experienced spotter and manager. Have operated my own cleaning plant and experienced in all phases of drycleaning. Available immediately. ADDRESS: Box 5233, NATIONAL CLEANER & DYER. -5

FANCY SPOTTER wants position in quality plant. Sober and reliable. Wide experience, capable of training help. Prefer Gulf states. ADDRESS: Box 5234, NATIONAL CLEANER & DYER. -5

Manager or Superintendent—if you need someone to assume the responsibilities of operating your plant as you wish it operated, this is your opportunity. 40 years of age with 24 years of practical experience backed by technical training in all departments. Capable and willing to train new employees and instruct older employees into a smooth-flowing, profit-producing unit. I prefer a new plant just starting or an old plant that is not showing a good margin of profit. ADDRESS: Box 5235, NATIONAL CLEANER & DYER. -5

N.I.C.D. general and management course graduate, wants management position. Been in management training for over two years, and route supervisor; also college graduate. Will consider selling. ADDRESS: Box 5236, NATIONAL CLEANER & DYER. -5

A-1 silk spotter, manager, etc. Age 45, experience 25 years, reliable. Location: Florida or California. Write: Box 1473, Minnesota Station, Minneapolis, Minn. 5257-5

SALESMEN WANTED

Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirocco Company, 620 Smith St., Brooklyn 31, N.Y. 3371-14

Salesman with contacts among drycleaners and laundries to sell straight pins, staples, office supplies and printing on profit-sharing plan. State experience and what contacts you have. ADDRESS: Box 4337, NATIONAL CLEANER & DYER. -14

SALESMEN WANTED—The most progressive business in the history of the industry has new territories available for top-flight executive salesmen. The opportunity to elevate to unbelievably high earnings is without equal—anywhere. We want to talk this over with energetic hustlers who can close a contract on first call. Liberal draw and commissions. Give all information about yourself in first letter. STA-NU CORPORATION, 110 SOUTH DEARBORN STREET, CHICAGO, ILL. 5204-14

SALESMEN WANTED now calling on retail cleaners and dyers with and without units to sell printed items used by all cleaners and dyers. Commission basis, no investment required, commission on repeat orders. ADDRESS: Box 5178, NATIONAL CLEANER & DYER. -14

SALESMEN WANTED (Cont'd)

Fourteen-year-old company needs full or part-time experienced salesman calling on drycleaners. Exclusive product. Exceptionally high commission, bonus and drawing account when ability proven. Net earnings will exceed \$10,000. Exclusive territory. Full credit on mail orders. Permanent position. References required. Give full details. Rokey Chemical Company, Marietta, Ohio. 5235-14

Are you a salesman with a fundamental knowledge of drycleaning? Are you progressive and willing to work diligently to make real money through your ability to sell the LUSTERWAY CHLOROPHYLL Drycleaning Method? You must be able to finance yourself, own a car and be able to make bond. If you are the man described, you should make, on a commission basis, one thousand dollars a month. Mail a complete resume of your past experience and a photograph to the LUSTERWAY SALES COMPANY, Div. of McCLEARY ASSOCIATES, INC., 448 North Second Street, Memphis, Tennessee. Phone No. 8-0506. 5236-14

Leading manufacturer of soap and detergents is looking for representatives in Boston and Philadelphia—Washington areas for sales and service drycleaning detergents. Salary plus bonus, plus expenses. ADDRESS: Box 5245, NATIONAL CLEANER & DYER. -14

MEN WANTED—with cleaning background, to call on plants with excellent easy to sell process which has proven appeal. A few territories still available. Excellent pay. Potential future. Write for full details to: Fabricare Chemical Corp., 930 East 43rd Street, Chicago. Tel: Ke-8-2222. 5259-14

Sales and Serviceman for established line of drycleaning chemicals including soaps and spotters. Well-known manufacturer. Territory Southeast with headquarters preferably Atlanta or Birmingham. Institute graduate preferred, but practical drycleaning experience acceptable. Commission basis with liberal draw and expense allowance. Excellent opportunity for right man. Write: Box 5262, NATIONAL CLEANER & DYER. -14

DYEING

SHARP'S RE-DYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

FROM COAST TO COAST LOEBL'S EXPERT DYEING IS KNOWN FOR QUALITY. To give you top results EVERY PIECE is carefully examined before and after dyeing. Individual attention plus our semi-finished service, easy to press, steamed, shaped and stretched gives you BETTER DYEING. FOR SERVICE, SATISFACTION, ship your work to LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA. Price list, color card, shipping supplies free on request. 4959-12

SENECA DYERS—EASY-TO-FINISH DYED WORK—TO THE TRADE ONLY. If you want the "BEST" send your next dye order to the SENECA DYERS, 1227 MAPLE STREET, ROCHESTER 2, N.Y. 1562-12

MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING. Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card, mailing material, free on request. MAJESTIC DYE HOUSE, 3920 West Armitage, Chicago 47, Illinois. 4157-12

AMERICA'S FINEST GARMENT DYEING: Serving several thousand CLEANERS FROM COAST TO COAST, wholesale only since 1917. Our large three-story plant is modernly equipped, and our high-grade-dyeing will prove an asset to your business. KRAM-MER is a money-maker for the cleaner. Send us a trial and be convinced. KRAM-MER DYE HOUSE, 2435 North Third Street, Milwaukee, Wisconsin. 4835-12

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Reasonable prices. Ship to THE SUDE KING, 1311 East State Street, Sharon, Pa. 5234-12

STATEMENT OF THE OWNERSHIP,
MANAGEMENT AND CIRCULATION,
REQUIRED BY THE ACT OF CONGRESS
OF AUGUST 24, 1912, AS AMENDED BY THE
ACTS OF MARCH 3, 1933 AND JULY 2, 1946
(Title 39, United States Code, Section 233)

Showing the ownership, management and circulation
Of The National Cleaner & Dyer, published monthly at
Lancaster, Pa., for October 1, 1952.

State of New York
County of New York

1. The names and addresses of the publisher, editor, managing
editor and business manager are:
Publisher, Reuben H. Donnelley Corporation, 304 East 45th St.,
New York 17, N. Y.; General Manager, Edward B. Wintersteen, 304 East 45th St.,
General Manager, Edward B. Wintersteen, 304 East 45th St.,
New York 17, N. Y.; Editor, William R. Palmer, 304 E. 45th St., New York 17, N. Y.;
Managing Editor, Galina Terri, 304 E. 45th St., New York 17, N. Y.

2. The owner is: (If owned by a corporation, its name and
address must be stated and also immediately thereafter the name
and address of stockholder owning at least 50% of the voter
or owned total amount of stock) If not owned by a corporation
the names and addresses of the individual owners must
be given. If owned by a partnership or other unincorporated
firm, its name and address, as well as those of each individual
member must be given:

Elliott Donnelley as Trustee under Gaylord Donnelley Trust

Northern Trust Corporation, Chicago, Illinois, Trustee of Fund A
under the will of Reuben H. Donnelley deceased;

First National Bank, Chicago, Illinois, Trustee of Fund B under
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Daniel L. Harrington, Elmhurst, Illinois;

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Harry W. Warner, Flushing, Illinois;

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(Signature of General Manager)

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